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Canadian Adult and Youth Opinions
on the Sizing of Health Warning
Messages

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Sizing of Health Warning Messages

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Executive Summary

General Smoking Behaviour

About one-third of adult Canadians smoke cigarettes at least occasionally. Nine in ten of those who do smoke say that they last smoked a cigarette "today." Almost one-quarter of young Canadians aged 12 to 18 smoke at least occasionally.

One-third of adults who do not smoke at the present time are former smokers. One in ten young non-smokers are former smokers.

Nearly nine in ten adult smokers have smoked for more than five years. Almost three-quarters of young smokers have smoked for between one and five years.

More than one-quarter each of adult smokers name a Player's or a DuMaurier brand as their usual brand. One-half of smokers name a light brand as their usual brand. DuMaurier brands are smoked by four in ten young smokers.

Almost three-quarters of adult smokers report that their usual brand of cigarette comes in a slide and shell package; this proportion rises to almost nine in ten among young smokers.

One-third of adult smokers have tried to quit smoking within the past year; fewer than one-third have never tried to quit. Almost six in ten young smokers have tried to quit in the past year; however, almost one-third have never tried to quit.

Health-related Attitudes and Behaviours

Smokers of all ages almost unanimously agree that smoking is bad for your health.

Eight in ten adult smokers say they are more conscious of the risks of smoking than they used to be; three-quarters of young smokers also report this.

Two-thirds of adult smokers say they smoke less around others than they used to; only one-third of young smokers report this.

Six in ten smokers of all ages say their desire to quit smoking has increased; strong agreement is greater among adults than among youths.

More than four in ten adult smokers smoke less now than they did a year ago; one-third of young smokers are smoking less.

Almost four in ten adult smokers have recently tried to quit; this proportion rises to one-half among young smokers.

Seven in ten smokers of all ages think that tobacco use is a major health problem in Canada; this proportion rises to almost nine in ten among non-smokers.

Current Health Warning Messages

Almost half of smokers of all ages look at the health warning messages on tobacco products at least once a day; two in ten adult smokers and one in ten

young smokers never look at these messages. Only one-tenth of adult non-smokers and one-third of young non-smokers look at these messages at least once a day; one-half of adult non-smokers and two in ten young non-smokers never look at them.

Exposure to health warning messages on cigarette packages is almost universal among Canadians. Smokers of all ages almost unanimously report having seen health warning messages on cigarette packages. Eight in ten adult non-smokers and nine in ten young non-smokers have also seen such messages.

Over half of adult smokers and one-third of adult non-smokers at least sometimes look at cigarette packages on display when they go into a store. Among youth, these proportions rise to more than eight in ten smokers and half of non-smokers.

Canadians of all ages, both smokers and non-smokers, are most likely to remember the health warning messages "Smoking during pregnancy can harm your baby," "Smoking can kill you" and "Cigarettes cause cancer." The message "Cigarettes are addictive" has the lowest level of recall among adults.

The overwhelming majority of Canadians of all ages, both smokers and non-smokers, support the placing of health warning messages on tobacco products.

About one-quarter of smokers of all ages, and one-third of non-smokers of all ages, believe that current health warning messages on tobacco products do not go far enough. One-half of Canadians of all ages, smokers and non-smokers, feel that the current messages are about right; only very small proportions feel that they go too far.

Large majorities of Canadians of all ages, both smokers and non-smokers, agree that current health warning messages on cigarette packages provide important information for smokers to be reminded of and are worth re-reading. However, majorities also feel that the messages are worn-out and have lost their effectiveness; this sentiment is particularly strong among smokers.

A large majority of smokers reject the statement that current health warning messages are not relevant to them. Non-smokers are much more likely to agree with this statement.

The overwhelming majority of adult Canadians, both smokers and non-smokers, reject the idea that health warning messages are inaccurate, as do eight in ten young non-smokers; however, only seven in ten young smokers disagree with this statement.

The vast majority of smokers, both adults and youth, say that they do not find the warning messages hard to understand.

One-half of smokers of all ages say health warning messages on cigarette packages have had at least some impact on making them more conscious of the health risks of smoking than they used to be.

Around four in ten adult smokers say that these messages have had at least some impact on getting them to smoke less around others than they used to; less than one-quarter of young smokers agree with this statement.

About one-third of smokers of all ages report at least some impact on increasing their desire to quit smoking.

About one-quarter of smokers of all ages say the messages have had at least some impact on getting them to smoke less or to try quitting.

Improving Health Warning Messages

Adults, both smokers and non-smokers, are most likely to suggest the use of pictures in health warning messages as a way to make them more effective. Young Canadians, both smokers and non-smokers, tend to advocate more detailed information as well as the use of pictures.

Smokers of all ages are somewhat more likely than non-smokers to feel that current health warning messages do not need improvement.

Adult smokers are evenly divided as to whether "words on the package" is the best way of informing smokers about the health risks of tobacco; a plurality of adult non-smokers agree that this is the best way. Among youth, a majority of smokers disagree, while non-smokers are divided on the issue.

Majorities of smokers of all ages believe that using pictures and using colour are effective ways to make these messages more noticeable.

Smokers of all ages are divided on the effectiveness of adding marker words, such as "Warning" or "Danger," to the warning messages.

Four in ten adult smokers feel that increasing the size of the messages and adding more detailed information in the text would make these messages more effective. Young smokers are divided on the effectiveness of increasing the size of the messages, and a majority endorse adding more detailed information to the text.

Non-smokers are considerably more likely than smokers to see all of these methods as effective.

Smokers, especially youths, are most likely to identify colour as the visual difference between cigarette packages, followed by brand name. Size of package, package type and logo are mentioned less frequently.

One-third of adult smokers and half of young smokers believe that increasing the size of health warning messages would make them at least somewhat more effective in informing Canadians about the health effects of tobacco and in encouraging them to reduce their tobacco use.

Testing of Sizes of Health Warning Messages

Respondents were briefly shown a card which displayed a new health warning message on two different brands of cigarette packages, Export "A" and Player's. The health warning message, which was the same on both packages, occupied approximately 60 percent of the package surface. An image of diseased teeth and gums and the message "Cigarettes cause mouth cancer," along with additional informative text, were prominently displayed.

Almost three-quarters of adults, both smokers and non-smokers, recall top-of-mind the image of diseased teeth and gums when shown the card of cigarette packages bearing this image; around half recall the mention of mouth cancer. Young Canadians are somewhat more likely to mention the image and somewhat less likely to mention mouth cancer.

Over seven in ten Canadians of all ages, and eight in ten smokers, recall both Player's and Export "A" as the brands shown on this card. Recall is even higher among those who smoke these brands.

Respondents were briefly shown a second card with images of two different brands of cigarette packages, Export "A" and DuMaurier. The DuMaurier package bore the current style of health warning message containing the words "Cigarettes cause fatal lung disease." The Export "A" package bore a larger warning message covering approximately 60 percent of the package surface and displaying both a picture of a blackened lung and a new health warning message, "Die hard smokers often die hard deaths," with additional informative text.

Two-thirds of adults, and over eight in ten youth, both smokers and non-smokers, feel that a cigarette package bearing this image of a blackened lung and the new text message is more effective than one bearing only the current health warning message, both in informing Canadians of the health effects of smoking and in encouraging Canadians to reduce tobacco use.

The vast majority of Canadians of all ages, and smokers in particular, recall both DuMaurier and Export "A" as the brands shown on this card. Recall is even higher among those who smoke these brands.

Respondents were briefly shown a third card displaying images of four Export "A" cigarette packages. Each package bore a health warning message of a different size - 25 percent coverage, 40 percent coverage, 50 percent coverage and 60 percent coverage. The message on the package with 25 percent coverage was a single large-text sentence in the style of the current health warning messages, "Cigarettes cause mouth cancer." The messages on the three other packages bore the same large-text message, and also contained additional informative text.

When shown four packages with different sizes of text-based warning messages, a plurality of more than four in ten adults, smokers and non-smokers alike, believe that the health warning message with 60 percent coverage is most effective in informing Canadians about the health effects of tobacco. This proportion rises to one-half among young smokers and two-thirds among young non-smokers.

Referring to the same four packages, a plurality of more than four in ten adults, both smokers and non-smokers, also believe that the health warning message with 60 percent coverage is most effective in encouraging Canadians to reduce their tobacco use. This proportion rises to one-half among young smokers and two-thirds among young non-smokers.

Introduction

Environics Research is pleased to present the results of these two surveys conducted on behalf of The Office for Tobacco Control of Health Canada, one with adult Canadians and one with young Canadians aged 12 to 18 years.

A survey of 2,018 adult Canadians, aged 18 years and older, was carried out in-home between July 2 and August 2, 1999 and included this series of questions on cigarette packaging as part of the Focus Canada national omnibus survey. Results from a survey of this size can be considered accurate within plus or minus 2.2 percent, 19 times out of 20.

An omnibus survey of 746 young Canadians, aged 12 to 18 years, was carried out face-to-face between July 20 and August 13, 1999. Results from a survey of this size can be considered accurate within plus or minus 3.6 percent, 19 times out of 20.

General Smoking Behaviour

Incidence of Smokers

About one-third of adult Canadians smoke cigarettes at least occasionally. Nine in ten of those who do smoke say that they last smoked a cigarette "today." Almost one-quarter of young Canadians smoke at least occasionally.

When Canadians are asked whether, at the present time, they smoke cigarettes every day, occasionally or not at all, 31 percent report that they smoke cigarettes every day, while four percent report that they smoke occasionally. Sixty-five percent say that they do not smoke at all.

Furthermore, when smokers are asked when they last smoked a cigarette, 91 percent respond "today." Much smaller proportions answer that they last smoked a cigarette "yesterday" (4%), "within the past three days to a week" (2%) or "over a week ago" (2%).

Men are slightly more likely than women to report that they smoke cigarettes every day. Canadians aged 18 to 44 years (36%), French-speaking Canadians (39%), and those in the lower income and education groups are also more likely to say that they smoke every day. Those aged 60 years or more (82%), those with a post-secondary education and those with annual incomes of \$50,000 or more are more likely than others to report that they do not smoke.

Among smokers, men (92%) are slightly more likely than women (89%) to report that their most recent cigarette was smoked "today." Those with a post-secondary education are somewhat less likely to report this.

Regional analysis indicates that daily cigarette smoking is more prevalent in the Atlantic provinces (44%) and in Quebec (37%). Residents of Saskatchewan (17%), Ontario (26%) and Alberta (27%) are least likely to report that they smoke every day.

Among smokers, the likelihood of smoking every day rather than occasionally increases with the length of time one has been a smoker.

When young Canadians are asked whether they smoke cigarettes every day, occasionally or not at all, 16 percent report that they smoke cigarettes every day, while six percent report that they smoke occasionally. Seventy-seven percent say that they do not smoke at all.

Furthermore, when young smokers are asked when they last smoked a cigarette, 75 percent respond "today." Smaller proportions answer that they last smoked a cigarette "yesterday" (12%), "within the past three days to a week" (7%) or "over a week ago" (6%).

Young Canadians aged 17 to 18 years (40%) are more likely to smoke every day than those aged 15 to 16 years (17%) or those aged 12 to 14 years (7%). Quebec youths (24%) are more likely than others to report smoking daily. As with adults, the likelihood that a youth will smoke every day increases with the number of years he or she has been a smoker.

Incidence of Former Smokers

One-third of adults who do not currently smoke are former smokers. One in ten young non-smokers are former smokers.

When Canadians who do not smoke at the present time are asked if they have ever smoked cigarettes daily, one-third (33%) respond that they have; two-thirds (66%) of non-smokers indicate that they have never smoked cigarettes.

Non-smoking men (38%) and those aged 45 years or older are more likely than others to report that they smoked cigarettes daily at some time in the past. Non-smoking women (70%) and those aged 18 to 29 years (83%) are more likely to say that they have never smoked.

The incidence of former smokers is highest in Saskatchewan (47%) and the Atlantic region (40%), while Albertans (28%) are least likely to say that they have ever smoked on a daily basis.

When young Canadians who do not smoke are asked if they have ever smoked cigarettes daily, one in ten (10%) respond that they have; almost nine in ten young non-smokers (88%) indicate that they have never smoked cigarettes.

Length of Time as a Smoker

Nearly nine in ten adult smokers have smoked for more than five years. Almost three-quarters of young smokers have smoked for between one and five years.

When smokers are asked how long they have smoked cigarettes, almost nine in ten (87%) report that they have smoked for more than five years. Ten percent indicate that they have smoked for between one and five years and two percent say they have smoked for less than one year.

Men (13%) and those aged 18 to 29 years (29%) are more likely to report that they have smoked between one and five years. Women (91%) and those aged 30 years or older are more likely to indicate that they have smoked for more than five years. Smokers in the higher income and education groups are somewhat less likely to report having smoked for more than five years, and somewhat more likely to report smoking for between one and five years.

The incidence of those who have smoked for less than a year is relatively constant across most demographic groups; there is a slight tendency for those in the higher income and education groups to have smoked for less than one year.

Residents of the Atlantic provinces (93%) are the most likely to report that they have smoked for more than five years, while British Columbians (81%) are the least likely to have smoked for more than five years.

When young smokers are asked how long they have smoked, almost three-quarters (72%) report that they have smoked for between one and five years. Eighteen percent say they have smoked for less than one year and ten percent indicate that they have smoked for more than five years.

Youths aged 17 to 18 years (24%) are more likely than younger teens to have smoked for more than five years. Quebec youths (23%) are somewhat more likely than others to report having smoked for less than one year.

Brand Usually Smoked

Over half of adult smokers name a Player's or a DuMaurier brand as their usual brand. One-half of all smokers name a light brand as their usual brand. DuMaurier or Player's brands are smoked by two-thirds of young smokers.

When adult smokers are asked what brand of cigarettes they usually smoke, more than one-quarter (29%) mention a Player's brand: Player's Light (17%), Player's Regular (7%) or Player's Extra Light (5%). A similar proportion (26%) mention a DuMaurier brand: DuMaurier Regular (12%), DuMaurier Light (7%), DuMaurier Extra Light (4%) or DuMaurier Ultra Light (3%). Ten percent of smokers mention an Export "A" brand: Export "A" Regular (4%), Export "A" Medium (4%), or Export "A" Light (2%). Four percent mention Matinee Extra Mild. As well, four percent mention Benson and Hedges Deluxe Ultra Light (2%), Benson and Hedges Deluxe Ultra Light Menthol (1%) or Benson and Hedges Regular (1%). Three percent mention Rothman's Regular (2%) or Rothman's Special Mild (1%). Two percent mention Craven "A" Regular (1%) or Craven Menthol (1%). Twenty-three percent mention some other brand.

One-half of Canadian smokers (50%) mention a light variety of one of these major brands as their usual brand; Ontarians and Western Canadians are more likely to mention a light variety. One-quarter (27%) mention a regular variety; men, those aged 18 to 29 years and residents of Quebec and the Atlantic provinces are more likely than others to mention a regular variety.

Men and those aged 18 to 44 years are more likely to mention a Player's brand as their usual brand, as are residents of the Atlantic provinces and Western Canada. Ontarians are more likely to mention a DuMaurier brand. Atlantic Canadians and Quebecers are more likely to mention an Export "A" brand.

Those who smoke cigarettes occasionally and those who think that tobacco use is a major health problem are more likely to smoke a light variety. Those who smoke every day are more likely to smoke a regular variety of one of these brands.

When young smokers are asked what brand of cigarettes they usually smoke, four in ten (40%) mention a DuMaurier brand: DuMaurier Regular (20%), DuMaurier Light (17%) or DuMaurier Extra Light (3%). More than one-quarter (27%) mention a Player's brand: Player's Light (19%), Player's Regular (4%) or Player's Extra Light (4%). Fourteen percent of young smokers mention Export "A" Medium (11%) or Export "A" Regular (3%). Two percent mention Rothman's Regular (1%) or Rothman's Special Mild (1%). One percent mention Benson and Hedges Regular. Thirteen percent mention some other brand.

More than four in ten young smokers (44%) mention a light variety of one of these major brands as their usual brand, while almost three in ten (29%) mention a regular variety.

English-speaking youths are more likely to mention Player's Light and DuMaurier Light as their usual brands; French-speaking youths are more likely to mention Export "A" Medium.

Type of Package of Brand Usually Smoked

Almost three-quarters of adult smokers report that their usual brand of cigarette comes in a slide and shell package; this proportion rises to almost nine in ten among young smokers.

When smokers are asked the type of package of the brand they usually smoke, almost three-quarters (72%) state that their usual brand comes in a slide and shell package, while 16 percent report that their usual brand comes in a flip-top package. Seven percent report that they purchase packages of loose tobacco for rolling and two percent indicate that their usual brand comes in a soft pack, or "crushable," package (1%), or give another response (1%).

Men (75%), those aged 18 to 44 years, and those whose annual household income is \$35,000 or more, are somewhat more likely to smoke cigarettes that come in a slide and shell package. Women (19%), those aged 45 years or older, and those with university degrees, are more likely to report smoking brands which come in a flip-top package.

Residents of Quebec (81%) and Ontario (80%) are most likely to state that their usual brand of cigarette comes in a slide and shell package. Residents of British Columbia (56%) are notably more likely to smoke cigarettes in a flip-top package. Use of loose tobacco for rolling is highest in the Atlantic provinces (14%).

Those who smoke occasionally (24%) and those who have tried to quit smoking within the past six months (23%) are more likely to smoke as their usual brand one that comes in a flip-top package. Those who have never tried to quit (82%) are more likely to smoke cigarettes that come in a slide and shell package.

When young smokers are asked the type of package of the brand they usually smoke, almost nine in ten (88%) state that their usual brand comes in a slide and shell package. Nine percent report that their usual brand comes in a flip-top package and one percent indicate that their usual brand comes in a soft pack, or "crushable," package.

Young women (94%) are more likely than young men (83%) to indicate that their usual brand comes in a slide and shell package. French-speaking youths are also more likely to smoke a brand in a slide and shell package.

Time of Last Attempt to Quit Smoking

Over three-quarters of adult smokers have at some point tried to quit smoking - one-third within the past year. Almost six in ten young smokers have tried to quit in the past year; however, almost one-third have never tried to quit.

When smokers are asked how long ago, if ever, they last tried to quit smoking, one-third (32%) state that they last tried to quit within the last year: ten percent of these within the last month, 11 percent in the one to six months previous, and 11 percent in the six months to a year previous. Eleven percent report trying to quit smoking in the one to two years previous, 14 percent in the two to five years previous and 20 percent more than five years previous. Twenty-two percent say they have never tried to quit smoking.

Women (35%) and those aged 18 to 29 years (42%) are more likely to report having tried to quit smoking within the past year. However, those aged 18 to 29 years are also the most likely (27%) to report that they have never tried to quit. Those aged 45 years or older are more likely than others to report that they last tried to quit more than five years ago.

Residents of the Western provinces (39%) are the most likely to report that they have tried to quit smoking in the past year; residents of the Atlantic provinces (27%) and Quebec (27%) are the least likely to report this. Residents of Quebec are considerably more likely than others (33%) to state that they have never tried to quit.

Those who smoke occasionally (26%) and those who have smoked for five years or less are more likely than others to say that they have tried to quit smoking within the past month; however, these groups are also more likely to report that they have never tried to quit.

When young smokers are asked when they last tried to quit smoking, almost six in ten (58%) state that they last tried to quit within the last year: 18 percent of these within the last month, 30 percent in the last one to six months, and ten percent in the last six months to a year. Eight percent report trying to quit smoking in the last one to two years and two percent in the last two to five years. Thirty-one percent say they have never tried to quit smoking.

Young men (36%) are more likely than young women (26%) to say that they have never tried to quit. Young Quebecers (35%) are also more likely than other young smokers to say they have never tried to quit.

Health-related Attitudes and Behaviours

Effects of Smoking on Health

Smokers of all ages almost unanimously agree that smoking is bad for your health.

When smokers are asked whether they agree or disagree with the statement that "smoking is bad for your health," more than nine in ten (94%) agree either strongly (78%) or somewhat (16%); only six percent disagree either strongly (3%) or somewhat (3%).

There is little variation in response to this question; nine in ten or more agree with this statement in most regions and major demographic groups, and more than seven in ten express strong agreement.

As one might expect, smokers who believe that tobacco use is a major health problem (87%) are more likely than others to strongly agree that smoking is bad for your health. This is also true of those whose usual brand comes in a flip-top package (84%). Smokers who have never tried to quit (72%) are less likely than others to express strong agreement.

When young smokers are asked whether they agree or disagree with the statement that "smoking is bad for your health," more than nine in ten (93%) agree either strongly (77%) or somewhat (16%); only six percent disagree either strongly (3%) or somewhat (3%).

There is little variation among youths in response to this question; however, Quebec youths are less likely than others to express strong agreement.

Consciousness of Smoking Risks

Eight in ten adult smokers say they are more conscious of the risks of smoking than they used to be; three-quarters of young smokers also report this.

When smokers are asked whether they agree or disagree with the statement that "you are more conscious of the risks of smoking than you used to be," eight in ten (80%) agree either strongly (56%) or somewhat (24%). Two in ten (20%) disagree either strongly (10%) or somewhat (10%).

There is little variation in response to this question; around eight in ten agree with this statement in all regions and all major demographic groups. However, strong agreement is more likely to be expressed by those aged 60 years or older (62%) and residents of Western Canada (63%).

Smokers who believe that tobacco use is a major health problem (62%) are more likely than others to strongly agree that they are more conscious of the risks of smoking than they used to be. Smokers who have never tried to quit (40%) are less likely than others to express strong agreement.

When young smokers are asked whether they agree or disagree with the statement that "you are more conscious of the risks of smoking than you used to be," three-quarters (76%) agree either strongly (54%) or somewhat (22%). Two in ten (22%) disagree either strongly (12%) or somewhat (10%).

There is little variation among youths in response to this question; however, young women are slightly more likely than young men to express strong agreement.

Smoking Around Others

Two-thirds of adult smokers and one-third of young smokers say they smoke less around others than they used to.

When smokers are asked whether they agree or disagree with the statement "you smoke less around others than you used to," almost two-thirds (64%) agree either strongly (39%) or somewhat (25%). One-third (34%) disagree either strongly (19%) or somewhat (15%).

Women (44%), those aged 45 years or older, English-speakers (44%), those in the middle or higher income groups and those with a post-secondary education are more likely to strongly agree that they smoke less around others than they used to. Strong disagreement is more pronounced among smokers aged 18 to 29 years (25%) and French-speakers (25%).

Residents of Ontario (70% overall, 42% strong agreement) and the Western provinces (70% overall, 48% strong agreement) are more likely than others to agree that they smoke less around others than they used to; Quebecers (54% overall, 29% strong agreement) are less likely than others to agree. Strong disagreement is more pronounced among both Quebecers (26%) and Atlantic Canadians (27%); however, overall disagreement among residents of the Atlantic provinces (36%) is less marked than that found among residents of Quebec (45%).

Occasional smokers (55%), smokers who have tried to quit in the past six months (45%) and smokers who believe that tobacco use is a major health problem (42%) are more likely than others to strongly agree that they smoke less around others than they used to. Smokers who have never tried to quit (31%) are less likely than others to express strong agreement.

When young smokers are asked whether they agree or disagree with the statement "you smoke less around others than you used to," just over one-third (36%) agree either strongly (21%) or somewhat (15%). Almost two-thirds (63%) disagree either strongly (42%) or somewhat (21%).

Young women are slightly more likely than young men to express strong agreement.

Desire to Quit

A clear majority of smokers of all ages say their desire to quit smoking has increased; strong agreement is greater among adults than among youths.

When smokers are asked whether they agree or disagree with the statement "your desire to quit smoking has increased," six in ten (60%) agree either strongly (36%) or somewhat (24%). Almost four in ten smokers (37%) disagree with this statement either strongly (20%) or somewhat (17%).

Women (41%) are more likely than men (32%) to strongly agree that their desire to quit smoking has increased. As well, English-speaking smokers (40%) are more likely to express agreement than French-speaking smokers (31%).

Both Atlantic Canadians (42%) and Western Canadians (39%) are more likely to express strong agreement with this statement; however, overall agreement among residents of the Atlantic provinces (61%) is less marked than that found among residents of the West (67%). Quebecers (52% overall, 31% strong agreement) are the least likely to agree that their desire to quit smoking has increased.

Occasional smokers (46%), smokers who have tried to quit in the past two years and smokers who believe that tobacco use is a major health problem (42%) are more likely than others to strongly agree that their desire to quit smoking has increased. Strong disagreement is most pronounced among smokers who have never tried to quit (19%), or whose last attempt to quit was more than five years ago (23%).

When young smokers are asked whether they agree or disagree with the statement "your desire to quit smoking has increased," almost six in ten (58%) agree either strongly (28%) or somewhat (30%). Almost four in ten (38%) disagree with this statement either strongly (22%) or somewhat (16%).

Younger teens are slightly more likely than older teens to express strong agreement.

Reduction in Smoking

More than four in ten adult smokers smoke less now than they did a year ago; one-third of young smokers are smoking less.

When smokers are asked whether they agree or disagree with the statement "you smoke less than you did a year ago," more than four in ten (44%) agree either strongly (30%) or somewhat (21%). One-half of smokers (54%) disagree with this statement either strongly (33%) or somewhat (14%).

Women (49%) are more likely than men (40%) to agree that they smoke less than they did a year ago. Those aged 60 years or older (56%) and English-speakers (47%) are also more likely to express agreement with this statement.

Residents of Atlantic Canada (37%) and the West (34%) are most likely to express strong agreement. Quebecers are the least likely to express agreement (36% overall, 25% strongly).

Occasional smokers (48%) and smokers who have tried to quit in the past two years are more likely than others to strongly agree that they smoke less than they did a year ago. Strong disagreement is most pronounced among smokers who have never tried to quit (16%), or whose last attempt to quit was more than two years ago.

When young smokers are asked whether they agree or disagree with the statement "you smoke less than you did a year ago," one-third (33%) agree either strongly (20%) or somewhat (13%). Two-thirds (65%) disagree with this statement either strongly (47%) or somewhat (18%).

Younger teens are slightly less likely than older teens to agree with this statement.

Attempts to Quit

Almost four in ten adult smokers have recently tried to quit; this proportion rises to one-half among young smokers.

When smokers are asked whether they agree or disagree with the statement "you have recently tried to quit smoking," almost four in ten (38%) agree either strongly (23%) or somewhat (15%). Six in ten (61%) disagree either strongly (43%) or somewhat (18%).

Women (42%) are more likely than men (33%) to strongly agree that they have recently tried to quit smoking. Those aged 60 years or older (44%) are also more likely to have tried to quit recently, as are those aged 18 to 29 years (41%).

Residents of Western Canada (44%) are more likely to indicate that they have tried to quit smoking recently; Quebecers (33%) are the least likely to have tried to quit.

Occasional smokers (47%) and those whose usual brand comes in a flip-top package (48%) are more likely than others to agree that they have recently tried to quit smoking.

When young smokers are asked whether they agree or disagree with the statement "you have recently tried to quit smoking," one-half (49%) agree either strongly (27%) or somewhat (22%). A similar proportion (48%) disagree either strongly (31%) or somewhat (17%).

Young women and younger teens are more likely than others to agree strongly with this statement.

Tobacco Use as a Health Problem

The vast majority of Canadians of all ages think that tobacco use is a major health problem in Canada. Among smokers, seven in ten share this belief; this proportion rises to almost nine in ten among non-smokers.

When Canadians, both smokers and non-smokers, are asked whether, in general, they think that tobacco use is a major health problem, a minor health problem, or not a health problem at all, eight in ten (80%) Canadians respond that they think it is a major health problem. Seventeen percent state that tobacco use is

a minor health problem, and only two percent believe that it is not a health problem at all.

Non-smokers (86%) are more likely than smokers (70%) to believe that smoking is a major health problem. Among smokers, occasional smokers (74%) are more likely than those who smoke every day (69%) to believe that tobacco use is a major health problem; also, those who have tried to quit smoking are more likely to believe this than those who have never tried to quit. Among non-smokers, those who have never smoked (87%) are slightly more likely than former smokers (84%) to see tobacco use as a major health problem.

There is little variation in response with respect to gender or age, although those aged 18 to 29 years are slightly less likely (77%) to think that tobacco use is a major health problem. Belief that tobacco use is a major health problem increases with annual income - from 68 percent of those with an annual income of less than \$15,000 to 86 percent of those with an annual income of \$70,000 or more - and also with education - from 73 percent of those with less than high school education to 87 percent of the university-educated.

Residents of Manitoba (90%), Saskatchewan (84%) and Ontario (83%) are more likely to state that tobacco use is a major health problem; residents of Quebec (75%), British Columbia (77%) and Alberta (78%) are less likely to think this. Residents of Quebec are most likely to believe that tobacco use is either a minor health problem (20%) or not a health problem at all (4%).

When young Canadians, both smokers and non-smokers, are asked whether, in general, they think that tobacco use is a major health problem, a minor health problem, or not a health problem at all, more than eight in ten (84%) respond that they think it is a major health problem. Fourteen percent state that tobacco use is a minor health problem, and only one percent believe that it is not a health problem at all.

Youths who smoke (68%) are notably less likely than non-smoking youth (89%) to see tobacco use as a major health problem.

Young women (85%) are somewhat more likely than young men (82%) to think that tobacco use is a major health problem. English-speaking youths (87%) are more likely than French-speaking youths (75%) to believe tobacco use is a major health problem. Those aged 17 to 18 years (80%) and Quebec youths (78%) are less likely than others to think that tobacco use is a major health problem.

Current Health Warning Messages

Looking at Health Warning Messages

Almost one-half of all smokers look at the health warning messages on tobacco products at least once a day; two in ten adult smokers and one in ten young smokers never look at these messages. About half of non-smokers will at least occasionally notice the warning messages; one-half of adult non-smokers and two in ten young non-smokers never look at them.

When Canadians, both smokers and non-smokers, are asked about how often they find themselves looking at or reading health warning messages on tobacco products, one-quarter (23%) report that they do so either several times a day (13%) or about once a day (10%). Six percent indicate that they look at these messages about once every two or three days, nine percent look at them about once a week and 20 percent look at them less often than once a week. Four in ten

(40%) report that they never look at health warning messages on tobacco products.

Smokers (47%) are considerably more likely than non-smokers (10%) to look at health warning messages at least once a day. Among smokers, every day smokers (49%) are more likely than occasional smokers (31%) to do this. Smokers who have never tried to quit are less likely (41%) than smokers who have tried to quit to report that they look at these messages at least daily. One-half (51%) of non-smokers never look at these messages, compared with two in ten smokers (20%).

Men (25%) are slightly more likely than women (22%) to indicate that they look at health warning messages at least once a day. The frequency of looking at health warning messages decreases with age - 30 percent of those aged 18 to 29 years look at such messages at least once a day, compared with only 12 percent of those aged 60 years or older. Sixty-one percent of those aged 60 or older say that they never look at such messages, compared with only 30 percent of those aged 18 to 29 years.

Those with lower levels of income and education are more likely to report looking at these messages at least once a day. Those in highest income groups and those with a post-secondary education are somewhat more likely to report doing so less than once a week.

Residents of Atlantic Canada (32%) and British Columbia (32%) are more likely than other Canadians to say that they look at health warning messages at least once a day; Quebecers (15%) are less likely than others to do so. Residents of Saskatchewan (27%) and Quebec (24%) are more likely to indicate that they look at such messages less than once a week. Residents of Quebec (45%), Alberta (45%) and Toronto (45%) are most likely to state that they never look at these messages.

When young Canadians are asked about how often they find themselves looking at or reading health warning messages on tobacco products, more than one-third (36%) report that they do so either several times a day (18%) or about once a day (18%). Twelve percent indicate that they look at these messages about once every two or three days, 13 percent look at them about once a week and 22 percent look at them less often than once a week. Less than two in ten (17%) report that they never look at health warning messages on tobacco products.

Youths who smoke (47%), particularly those who smoke every day (55%), are more likely than non-smoking youths (32%) to look at these messages at least once a day. Fewer than two in ten young smokers (13%) or non-smokers (18%) say they never look at these messages.

English-speaking youths (40%) and youths aged 15 to 18 years are more likely than other youths to look at these messages at least once a day; Quebec youths (22%) are less likely to do so.

Health Warning Messages on Cigarette Packages

Exposure to health warning messages on cigarette packages is almost universal among Canadians. Smokers of all ages almost unanimously report having seen health warning messages on cigarette packages. Eight in ten adult non-smokers and nine in ten young non-smokers have also seen such messages.

Canadians, both smokers and non-smokers, were asked whether they have ever seen any health warning messages on cigarette packages. More than eight in ten (85%)

respond that they have seen such messages, while only 13 percent say that they have not.

Smokers (98%) are more likely than non-smokers (78%) to have seen health warning messages; among non-smokers, former smokers (85%) are more likely to report having seen these messages than those who have never smoked (74%).

Men (88%) are more likely than women (82%) to have seen health warning messages on cigarette packages. The likelihood of having seen such messages decreases with age - from 93 percent of those aged between 18 and 29 years, to 68 percent of those aged 60 years or older - and increases with the level of education -- from 72 percent of those with less than high school education to 89 percent of those with a post-secondary education. Those in both the highest and the lowest income brackets are more likely than others to report having seen such messages. French-speaking Canadians (93%) are more likely to have seen such messages than English-speaking Canadians (84%).

Residents of Quebec (91%), British Columbia (90%) and Atlantic Canada (89%) are more likely than other Canadians to have seen such messages; Albertans (77%) and Ontarians (79%), particularly Torontonians (68%) are the least likely to have seen these messages.

When young Canadians, both smokers and non-smokers, are asked whether they have ever seen any health warning messages on cigarette packages, more than nine in ten (94%) respond that they have seen such messages, while only six percent say that they have not.

Youths who smoke (98%) are slightly more likely than those who do not smoke (92%) to have seen health warning messages.

Youths aged 12 to 14 years (91%) are slightly less likely than others to have seen such warning messages.

Looking at Cigarettes on Display

Over half of adult smokers and one third of adult non-smokers at least sometimes look at cigarette packages on display when they go into a store; Among youth, these proportions rise to more than eight in ten smokers and half of non-smokers.

Canadians were asked how often they find themselves glancing at cigarette packages on display for sale when they go into a store. More than one-half (56%) state that they never do this; Four in ten (41%) will look at these displays sometimes (29%) or every time (12%).

Smokers (22% say every time, 36% sometimes) are more likely than non-smokers (7% every time, 26% sometimes) to report that they glance at the cigarette packages on display when they go into a store. Among smokers, those who have tried to quit smoking in the past two years and those whose usual brand of cigarette comes in a flip-top package are more likely than others to report this. Non-smokers (65%), particularly those who have never smoked (68%), are more likely than smokers (40%) to say that they never glance at cigarette displays.

Men (46%) and 18 to 29 year olds (54%) are most likely to glance at cigarette packages on display, either sometimes or every time they go into a store. Residents of the Atlantic provinces (18%) and Manitoba (17%) are the most likely to state that they look at cigarette displays every time they go into a store,

while residents of Quebec (9%) and Saskatchewan (9%) are the least likely to do so. Residents of Saskatchewan (37%), British Columbia (34%) and Quebec (32%), particularly Montrealers (37%), are most likely to state that they sometimes look at these displays. Albertans (65%) are most likely to indicate that they never glance at cigarette displays.

Young Canadians were asked how often they find themselves glancing at cigarette packages on display for sale when they go into a store. Six in ten young people say they sometimes (40%) or always (19%) look at these displays. Four in ten (41%) state that they never do this.

Youths who smoke daily (39%) are notably more likely to look at such displays than youths who smoke occasionally (21%) or youths who do not smoke (15%). Non-smoking youths (49%) are more likely than those who smoke (16%) to say that they never look at such displays.

Older youths, English-speaking youths (21%) and those living in Atlantic Canada (25%) are more likely than others to say they look at cigarette displays every time they go into a store; Quebec youths (12%) are less likely to say this.

Recall of Specific Health Warning Messages

Canadians of all ages, both smokers and non-smokers, are most likely to remember the health warning messages "Smoking during pregnancy can harm your baby," "Smoking can kill you" and "Cigarettes cause cancer." The message "Cigarettes are addictive" has the lowest level of recall.

Canadians were asked, in an unprompted question, what specific health messages they could remember ever seeing on cigarette packages in Canada. Multiple responses were accepted. Canadians are most likely to remember seeing the following messages: "Smoking during pregnancy can harm your baby" (43%), "Smoking can kill you" (41%) and "Cigarettes cause cancer" (37%). Smaller proportions recall the following messages: "Cigarettes cause fatal lung disease" (21%), "Cigarettes cause strokes and heart disease" (13%), "Tobacco smoke causes fatal lung disease in non-smokers" (12%), "Tobacco smoke can harm your children" (9%) and "Cigarettes are addictive" (8%). Another 14 percent erroneously recall the American warning message "Surgeon-General warns that smoking is dangerous to your health," Three percent recall some other health message. Twelve percent say that they cannot recall any health messages and six percent give no response.

Smokers are more likely than non-smokers to recall almost all of these messages; however, those who do not smoke are more likely to mention the Surgeon-General's warning message. Those who have been smokers for five years or less, and those who have tried to quit smoking in the past five years, tend to have greater recall of at least some of these messages.

Men are more likely than women to mention "Smoking can kill you" (46% vs. 37%) and "Cigarettes cause cancer" (41% vs. 33%). French-speaking Canadians are more likely to mention the messages: "Smoking during pregnancy can harm your baby" (51% vs. 42% of English-speaking Canadians) and "Cigarettes cause cancer" (48% vs. 34%); English-speakers are more likely to mention a reference to the U.S. Surgeon-General's warning (17% vs 4% of French-speaking Canadians). Recall of almost all these messages is higher among younger people, and tapers off as age increases; however, the message referring to the Surgeon-General's warning is mentioned more frequently by those aged 30 and older. Those aged 60 and older

are significantly more likely to state that they do not recall any such messages (27%), or to offer no response (17%).

No clear patterns emerge with respect to income and education; however, those with less than high school education are considerably more likely to indicate that they do not recall any specific messages, or to offer no response to the question.

Mention of the message "Smoking can kill you" is highest in British Columbia (50%), particularly Vancouver (54%), and in Manitoba (47%); recall is lowest in Atlantic Canada (34%) and in Toronto (35%). Recall of the message "Smoking during pregnancy can harm your baby" is highest in Saskatchewan (51%), Quebec (48%) and the Atlantic provinces (48%); it is less frequently mentioned in Ontario (35%), especially Toronto (19%), or in Vancouver (36%). "Cigarettes cause cancer" is mentioned most often in Quebec (50%), particularly Montreal (55%). Residents of Atlantic Canada (29%) and Saskatchewan (28%) are most likely to mention the message "Cigarettes cause fatal lung disease."

When young Canadians are asked, in an unprompted question, what specific health messages they could remember ever seeing on cigarette packages in Canada, as is the case with adults, they are most likely to remember, the following messages: "Smoking during pregnancy can harm your baby" (58%), "Smoking can kill you" (48%) and "Cigarettes cause cancer" (48%). Smaller proportions recall the following messages: "Cigarettes cause fatal lung disease" (33%), "Tobacco smoke causes fatal lung disease in non-smokers" (18%), "Cigarettes cause strokes and heart disease" (13%), "Tobacco smoke can harm your children" (12%), "Cigarettes are addictive" (7%) and "Surgeon-General warns that smoking is dangerous to your health" (5%). Five percent recall some other health message, five percent say that they cannot recall any health messages and four percent give no response.

Youths who smoke, particularly those who smoke daily, are more likely than non-smokers to mention most of these messages.

Young women are more likely than young men to mention "Smoking during pregnancy can harm your baby" (62%), "Cigarettes cause fatal lung disease" (35%), "Tobacco smoke causes fatal lung disease in non-smokers" (20%) and "Cigarettes cause strokes and heart disease" (16%). Youths aged 15 to 18 years are more likely than the younger teens to mention virtually all of these messages.

Mention of the message "Smoking can kill you" is highest among youths in Western Canada (57%). Recall of the message "Smoking during pregnancy can harm your baby" is highest in the Atlantic provinces (65%) and Quebec (64%). "Cigarettes cause cancer" is most likely to be mentioned by Quebec youths (58%). Young people living in Atlantic Canada (45%) are most likely to mention the messages "Cigarettes cause fatal lung disease" and "Cigarettes cause strokes and heart disease" (24%).

Support for Placing of Health Warning Messages on Cigarette Packages
There is almost unanimous support among Canadians of all ages for the principle of placing health warning messages on tobacco products.

When Canadians are asked whether they support or oppose the placing of health warning messages on tobacco products, almost nine in ten (87%) strongly (65%) or somewhat (22%) support such messages. Fewer than one in ten (8%) oppose these messages either strongly (4%) or somewhat (4%), and five percent offer no opinion.

The vast majority of both smokers (80%) and non-smokers (91%) support the placing of health warning messages on tobacco products. However, non-smokers are more likely than smokers to express strong (72% of non-smokers vs. 52% of smokers). Among smokers, those whose usual brand comes in a flip-top package (65%) are more likely to strongly support these messages. Those who have never tried to quit (48%) are less likely than others to strongly support these messages.

More than six in ten Canadians in almost all regions and demographic groups offer strong support, and more than eight in ten offer their overall support, for the placing of health warning messages on cigarette packages. English-speaking Canadians and those in the higher income and education groups are somewhat more likely than others to offer both strong and overall support.

Overall support for placing health warning messages on cigarette packages is highest in Vancouver (97%); overall support is lowest in Quebec (83%). Strong support is more pronounced among residents of Manitoba (78%), Saskatchewan (76%), and Atlantic Canada (72%). Albertans are noticeably less likely to offer strong support (54%), but no less likely to offer overall support (91%) to this practice.

Canadians who believe that tobacco use is a major health problem (71%) and smokers whose usual brand comes in a flip-top package (65%) are more likely than other smokers to strongly support these messages.

When young Canadians are asked whether they support or oppose the placing of health warning messages on tobacco products, more than nine in ten (92%) strongly (72%) or somewhat (20%) support such messages. Fewer than one in ten (5%) oppose these messages either strongly (2%) or somewhat (3%), and four percent offer no opinion.

While support for the principle of placing health warning messages on tobacco products is high among both smoking (84%) and non-smoking (94%) youths, non-smokers are more likely to express strong support (78% of non-smokers vs. 50% of smokers).

Young women (76%) and youths aged 12 to 16 years are more likely to offer strong support. Quebec youths (63%) are the least likely to offer strong support. Youths who do not think that tobacco use is a major health problem are less likely than others to offer strong support.

Current Health Warning Messages - Go Too Far or Not Far Enough
One-half of Canadians of all ages feel that current health warning messages on tobacco products are about right. One-third believe that these messages do not go far enough and just seven percent think they go too far.

When Canadians are asked whether they feel that the health warning messages currently on tobacco products go too far, do not go far enough or are about right, almost one-half (47%) say that these messages are about right. One-third (34%) believe that they do not go far enough, while less than one in ten (7%) say that they go too far. Twelve percent offer no opinion.

Smokers (53%) are more likely than non-smokers (43%) to say that current health warning messages are about right. Smokers (14%), particularly those who smoke occasionally (19%), are also more likely than non-smokers (3%) to say that current health warning messages go too far. Non-smokers (39%) are more likely than smokers (25%) to say that these messages do not go far enough. Among

smokers, however, those who have tried to quit in the past six months (32%) are more likely to say that current messages do not go far enough.

Belief that current messages do not go far enough is more prevalent among English-speakers (36%) than among French-speakers (28%). The likelihood of expressing a belief that current messages do not go far enough increases as education levels increase. Those aged 60 years and over are more likely to offer no response to this question.

Vancouverites (43%), Torontonians (41%) and residents of Saskatchewan (40%) are the most likely to say that current warnings do not go far enough. Residents of Quebec and the Atlantic provinces, where smoking is more prevalent, are less likely to think that the current messages do not go far enough (28% and 30%, respectively).

Canadians who believe that tobacco use is a minor health problem (14%) are more likely than others to say that current health warning messages go too far. Canadians who see tobacco use as a minor health problem (57%) are more likely than others to say that current health warning messages are about right. Canadians who think that tobacco use is a major health problem (39%) are more likely than others to say that current messages do not go far enough.

When young Canadians are asked whether they feel that the health warning messages currently on tobacco products go too far, do not go far enough or are about right, almost one-half (49%) say that these messages are about right. More than one-third (39%) believe that they do not go far enough, while less than one in ten (5%) say that they go too far. Six percent offer no opinion.

Youths who smoke (58%) are more likely than non-smoking youths (47%) to say that these messages are about right; they are also more likely to say that they go too far (12% of smokers vs. 3% of non-smokers). Non-smoking youths (43%) are more likely than youths who smoke (26%) to say the messages do not go far enough.

Young women (46%), youths in the Atlantic provinces (52%) and English-speaking youths (43%) are more likely to say that these messages do not go far enough. Youths aged 17 to 18 years (52%) and youths in Quebec (58%) are more likely to say that current warning messages are about right.

Opinions of Current Health Warning Messages

Large majorities of Canadians of all ages agree that current health warning messages on cigarette packages provide important information for smokers to be reminded of and are worth re-reading. However, a majority also agree that the messages are worn-out and have lost their effectiveness. Large majorities reject the suggestions that health warning messages are inaccurate or hard to understand. A majority of smokers also reject the idea that these messages are not relevant to them; non-smokers are more likely to agree.

Canadians were asked whether they agreed or disagreed with a series of statements about the health warning messages they may have seen on cigarette packages. Canadians overwhelmingly agree with the statement "The messages provide important information for smokers to be reminded of." Two-thirds of Canadians also agree that "The messages are worth reading again, even after seeing them several times." However, more than one-half of Canadians agree that "The messages are worn-out and have lost their effectiveness." Just one in ten

each agree that "The messages are inaccurate" and "The messages are hard to understand." Most smokers disagree that "The messages are not relevant to you."

Warning Messages as Providers of Important Information

A large majority of Canadians both smokers and non-smokers agree that current health warning messages on cigarette packages provide important information for smokers to be reminded of.

More than eight in ten (84%) agree strongly (54%) or somewhat (30%) that health warning messages provide important information for smokers to be reminded of; fewer than one in ten (9%) disagree strongly (4%) or somewhat (5%), and seven percent give no response.

While both smokers (82%) and non-smokers (84%) overwhelmingly agree that health-warning messages provide important information for smokers to be reminded of, non-smokers (56%) are more likely than smokers (49%) to agree strongly. Among smokers, occasional smokers (60%), those whose usual brand comes in a flip-top package (56%) and those who have tried to quit within the past five years are more likely to agree strongly with this statement.

Large majorities of Canadians in all regions and demographic groups agree with this statement. Those 60 years or older (76%), those with lower annual household incomes and those with high school education or less (73%) are somewhat less likely to agree, as are residents of Alberta (77%). Albertans, those 60 years or older, and those with less than secondary education are more likely than others to offer no response to this question.

Canadians who believe that tobacco use is a major health problem (58%) are more likely than other smokers to agree strongly with this statement.

Nine in ten young Canadians (90%) agree strongly (62%) or somewhat (28%) that health warning messages provide important information for smokers to be reminded of; less than one in ten (7%) disagree strongly (2%) or somewhat (5%).

While agreement is high among all youth, non-smoking youths (92%) are more likely than youths who smoke (84%) to agree with this statement; they are also more likely to offer strong agreement (66% of non-smokers vs. 47% of smokers).

There is overwhelming agreement among youth in all regional and demographic groups that health warning messages provide important messages. Young women (64%) are somewhat more likely than young men (60%) to offer strong agreement. English-speaking youths (64%) are more likely than French-speaking youths (54%) to agree strongly with this statement. Youths living in Atlantic Canada (73%) are most likely to offer strong agreement; Quebec youths (57%) are least likely to do so.

Warning Messages as Worth Reading Again

A large majority of Canadians, both smokers and non-smokers agree that current health warning messages on cigarette packages are worth reading again, even after seeing them several times.

Almost two-thirds of Canadians (63%) agree strongly (34%) or somewhat (29%) that health warning messages are worth reading again; one-quarter (24%) disagree strongly (13%) or somewhat (11%), and 12 percent offer no opinion.

While both smokers (59%) and non-smokers (67%) agree that health-warning messages are worth reading again, non-smokers (37%) are more likely than smokers (30%) to agree strongly. Among smokers, occasional smokers (33%) and those whose usual brand comes in a flip-top package (42%) are more likely to agree strongly with this statement. Smokers who have never tried to quit are significantly less likely (19%) than other smokers to offer strong agreement.

While majorities of around six in ten in most regions and demographic groups offer agreement with this statement, those 60 years or older (54%), those with lower annual household incomes and those with high school education or less (50%) are somewhat less likely to agree, as are residents of Alberta (55%) and Vancouver (57%). The likelihood of agreement is greater among Manitobans (76%) and Torontonians (73%) than among other Canadians. Albertans, Ontarians, those 60 years or older, and those with less than secondary education are more likely than others to offer no response to this question.

Canadians who believe that tobacco use is a major health problem (38%) are more likely to agree strongly with this statement.

More than two-thirds of young Canadians (70%) agree strongly (42%) or somewhat (28%) that health warning messages are worth reading again; one-quarter (25%) disagree strongly (9%) or somewhat (16%), and five percent offer no opinion.

Non-smoking youths (75% overall, 46% strongly) are more likely than youths who smoke (52% overall, 28% strongly) to agree with this statement.

Young women (47%) are more likely than young men (37%) to offer strong agreement. English-speaking youths (44%) are more likely than French-speaking youths (35%) to agree strongly with this statement. Youths living in Atlantic Canada (51%) are most likely to offer strong agreement; Quebec youths (40%) and youths living in Western Canada (40%) are least likely to do so.

Health Warning Messages as Worn Out and Losing Effectiveness

A majority of Canadians agree that health warning messages are worn-out and have lost their effectiveness.

Despite high levels of agreement that the current health warning messages provide important information and are worth reading again, more than one-half of all Canadians (56%) also agree strongly (28%) or somewhat (28%) that these messages are worn out and have lost their effectiveness. About one-third (32%) disagree strongly (15%) or somewhat (17%), and 12 percent offer no opinion.

Smokers (65% overall, 39% strongly) are more likely than non-smokers (51% overall, 22% strongly) to agree that these messages are worn out and have lost their effectiveness. Non-smokers (17%) are more likely to offer no opinion to the question.

Those aged 18 to 29 years (62%) and residents of British Columbia (67%), particularly Vancouver (69%), are more likely than others to agree that current health warning messages are worn out and ineffective. Those aged 60 years or older (48%), those with less than secondary education (48%), and residents of Saskatchewan (49%), Manitoba (48%), Toronto (47%) and Montreal (47%) are less likely to agree with this statement. Those aged 60 years or older, those with less than secondary education, and residents of Alberta are more likely to offer no opinion.

More than one-half of young Canadians (57%) agree strongly (25%) or somewhat (32%) that health warning messages are worn out and have lost their effectiveness. More than one-third (37%) disagree strongly (18%) or somewhat (19%), and six percent offer no opinion.

Youths who smoke (74% overall, 38% strongly) are more likely than non-smoking youths (53% overall, 22% strongly) to agree with this statement.

Health Warning Messages as Not Relevant

Two-thirds of smokers reject the idea that health warning messages are not relevant to them; non-smokers are more likely to agree.

More than one half of all Canadians (55%) agree strongly (40%) or somewhat (15%) that the health warning messages are not relevant to them; almost four in ten (38%) disagree strongly (24%) or somewhat (14%), and seven percent offer no response.

These responses are consonant with the findings that only one-third of Canadians currently smoke cigarettes. In fact, we find that non-smokers (70% overall, 54% strong agreement) are considerably more likely than smokers (29% overall, 15% strong agreement) to agree that health warning messages are not relevant to them. Smokers themselves clearly do regard these messages as being relevant - seven in ten (69%) disagree with this statement.

Those aged 18 to 29 years (50%), those with lower annual household incomes and residents of Atlantic Canada (43%) are less likely than others to agree that current health warning messages are not relevant to them. Those with higher levels of income and education are more likely to agree, as are Quebecers (62%) and British Columbians (61%). Strong disagreement is expressed more frequently in Atlantic Canada (34%) and Saskatchewan (34%). Those aged 60 years or older, those with less than secondary education and residents of Alberta are more likely to offer no opinion.

More than one-half of young Canadians (55%) agree strongly (32%) or somewhat (23%) that the health warning messages are not relevant to them; almost four in ten (38%) disagree strongly (18%) or somewhat (20%), and six percent offer no response.

Once again, the sentiment that the messages are not relevant correlates very strongly with whether or not the respondent is a smoker; two-thirds (66%) of smokers disagree, compared with less than one-third (30%) of non-smokers.

Younger teens, and French-speaking youths (38%) are more likely to offer strong agreement. Youths living in Western Canada (28%) or the Atlantic provinces (29%) are less likely to offer strong agreement.

Health Warning Messages as Inaccurate

Large majorities of Canadians, both smokers and non-smokers, reject the suggestion that health warning messages are inaccurate.

Canadians overwhelming reject the idea that the health warning messages on cigarette packages are inaccurate. Just over one in ten Canadians (13%) agree strongly (6%) or somewhat (7%) that the health warning messages are inaccurate; three-quarters (76%) disagree strongly (59%) or somewhat (17%), and 11 percent offer no response.

Three-quarters of both smokers (79%) and non-smokers (76%), reject the idea that health-warning messages are inaccurate. Smokers, however, are somewhat more likely than non-smokers (18% of smokers vs. 10% of non-smokers) to agree with this statement. Among smokers, there is a greater tendency for those who have not tried to quit in the past five years (21%), or who have never tried to quit (22%), to agree that these messages are inaccurate.

French-speaking Canadians (16%), those whose annual household income is less than \$25,000 and Atlantic Canadians (16%) are somewhat more likely than others to agree that current health warning messages are inaccurate. Men, younger people and those with higher levels of income and education are more likely than others to disagree that these messages are inaccurate, as are Torontonians (80%) and Vancouverites (80%). Strong disagreement is expressed more frequently in Manitoba (71%) and Saskatchewan (70%). Those aged 60 years or older, those with less than secondary education and residents of Alberta are more likely to offer no opinion.

Young Canadians also totally reject the idea that health warning messages are inaccurate. Just 15 percent agree strongly (5%) or somewhat (10%) that the health warning messages are inaccurate; more than three-quarters (79%) disagree strongly (60%) or somewhat (19%), and seven percent offer no response.

Non-smoking youths (62%) are somewhat more likely than youths who do smoke (56%) to disagree strongly that these messages are inaccurate.

Quebec youths (21%) are somewhat more likely than other youths to agree that health-warning messages are inaccurate. English-speaking youths (62%) are more likely than French-speaking youths (54%) to disagree strongly with this statement.

Health Warning Messages as Hard to Understand

Large majorities of Canadians, both smokers and non-smokers, reject the suggestion that health warning messages are hard to understand.

Fewer than one in ten Canadians (7%) agree strongly (3%) or somewhat (4%) that the current health warning messages are hard to understand; more than eight in ten (83%) disagree strongly (68%) or somewhat (15%), and ten percent offer no response.

Smokers (93%) overwhelmingly reject the idea that health warning messages are hard to understand. While three-quarters of non-smokers (77%) also feel this way, non-smokers are more likely than smokers to offer no opinion.

Younger adults and those with post-secondary education are more likely than others to disagree that these messages are hard to understand, as are British Columbians (89%), particularly Vancouverites (90%), and Quebecers (87%). Strong disagreement is expressed more frequently in Saskatchewan (81%), Manitoba (77%) and British Columbia (75%). Those aged 60 years or older, those with less than secondary education and residents of Alberta are more likely to offer no opinion.

Fewer than one in ten young Canadians (6%) agree strongly (2%) or somewhat (4%) that the current health warning messages are hard to understand; almost nine in ten (89%) disagree strongly (73%) or somewhat (16%), and five percent offer no response.

Youths who smoke (78%) are more likely than youth who do not smoke (72%) to offer strong disagreement.

Youths aged 15 to 18 years (79%) and young people living in the Atlantic provinces (77%) and Quebec (77%) are also more likely than others to offer strong disagreement.

Impact of Current Health Warning Messages on Smokers

One-half of smokers say health warning messages on cigarette packages have at least some impact on making them more conscious of the health risks of smoking than they used to be. Four in ten adult smokers and under one-quarter of youths who smoke say these messages have had an impact on getting them to smoke less around others. One-third of smokers report some impact on increasing their desire to quit. One-quarter of smokers say the messages have had some impact on getting them to smoke less or to try quitting.

Canadians who smoke were asked whether the health warning messages they may have seen on cigarette packages have had a major impact, some impact, a minor impact or no impact at all on their behaviour in a number of ways. One-half of Canadian smokers indicate that current health warning messages on cigarette packages have had either a major impact or some impact on "making you more conscious of the risks of smoking than you used to be." Four in ten smokers state that these messages have had either a major impact or some impact on "getting you to smoke less around others than you used to." One-third of smokers state that these messages have had either a major impact or some impact on "increasing your desire to quit smoking." One-quarter each report that these messages have had either a major impact or some impact on "getting you to smoke less than last year" and "recently getting you to try to quit smoking."

Clearly, the warning messages on cigarette packages are having at least some impact on a significant minority of smokers in terms of getting them to try to quit smoking, smoke less around others and smoking less than previously.

Warning Messages and Consciousness of Health Risks

One-half of smokers (49%) report that current health warning messages on cigarette packages have had either a major impact (25%) or some impact (24%) on making them more conscious of the risks of smoking. Sixteen percent indicate that these messages have had a minor impact, and 34 percent say the messages have had no impact at all.

Smokers aged 45 years and over and those with higher levels of income and education are more likely to state that health warning messages have had a major impact on their consciousness of risks related to smoking. Smokers in Atlantic Canada (31%) and Quebec (29%) are also more likely to say this.

Occasional smokers (33%), those whose usual brand comes in a flip-top package (41%) and smokers who believe that tobacco use is a major health problem (29%) are more likely to report that health warning messages have had a major impact on their consciousness of risks related to smoking.

One-half of young smokers (47%) report that current health warning messages on cigarette packages have had either a major impact (28%) or some impact (19%) on making them more conscious of the risks of smoking. Twenty-one percent indicate

that these messages have had a minor impact, and 30 percent say the messages have had no impact at all.

Younger teens are somewhat more likely than older teens to report that these messages have had a major impact on their consciousness of the risks of smoking. Youths who only smoke occasionally are more likely than those who smoke daily to report a major impact on their consciousness of health risks.

Warning Messages and Smoking Less around Others

Four in ten smokers (42%) report that current health warning messages on cigarette packages have had either a major impact (16%) or some impact (26%) on getting them to smoke less around others. Ten percent indicate that these messages have had a minor impact, and 48 percent say the messages have had no impact at all.

Older adults, those with post-secondary education and residents of Atlantic Canada (19%) and Western Canada (21%) are somewhat more likely to state that the health warning messages have had a major impact on getting them to smoke less around others. Those aged 18 to 29 years (53%), those with lower levels of income and education, and residents of Quebec (55%) and Alberta (55%) are more likely to report that these messages have had no impact at all.

Those whose usual brand comes in a flip-top package (30%), those who have tried to quit smoking in the past six months (21%) and smokers who believe that tobacco use is a major health problem (19%) are more likely to report that health warning messages have had a major impact on getting them to smoke less around others. Those who have never tried to quit (57%) and smokers who believe that tobacco use is not a major health problem are more likely than other smokers to say these messages have had no impact on them at all in this area.

Fewer than one-quarter of young smokers (23%) report that current health warning messages on cigarette packages have had either a major impact (8%) or some impact (15%) on getting them to smoke less around others. Eleven percent indicate that these messages have had a minor impact, and 66 percent say the messages have had no impact at all.

Youths who smoke daily are more likely than those who smoke occasionally to say that these messages have had no impact at all on their behaviour.

Warning Messages and Desire to Quit Smoking

More than one-third of smokers (36%) report that current health warning messages on cigarette packages have had either a major impact (16%) or some impact (20%) on increasing their desire to quit smoking. Fifteen percent indicate that these messages have had a minor impact, and 48 percent say the messages have had no impact at all.

Smokers between 45 and 59 years of age (22%), those with a post-secondary education and residents of Atlantic Canada (21%) and Ontario (20%) are somewhat more likely to state that health warning messages have had a major impact on increasing their desire to quit smoking. Those with annual household incomes of \$50,000 or more are more likely to report that the messages have had at least some impact. Women (50%), those aged 60 years or older (56%), those whose annual household income is less than \$50,000 and residents of Quebec (58%) are more likely to report that these messages have had no impact at all.

Those whose usual brand comes in a flip-top package (26%) and those who have tried to quit smoking in the past six months (26%) are more likely to report that health warning messages have had a major impact on increasing their desire to quit. Those who have never tried to quit (56%) and smokers who believe that tobacco use is not a major health problem are more likely than other smokers to say these messages have had no impact on them at all in this area.

One-third of young smokers (32%) report that current health warning messages on cigarette packages have had either a major impact (10%) or some impact (22%) on increasing their desire to quit smoking. Twenty-one percent indicate that these messages have had a minor impact, and 46 percent say the messages have had no impact at all.

Youths aged 17 to 18 years are somewhat more likely than younger teens to say that these messages have had at least some impact on their desire to quit smoking.

Warning Messages and Smoking Less

One-quarter of smokers (25%) report that current health warning messages on cigarette packages have had either a major impact (8%) or some impact (17%) on getting them to smoke less. Twelve percent indicate that these messages have had a minor impact, and 62 percent say the messages have had no impact at all.

Those over 45 years of age, those with post-secondary education and residents of Atlantic Canada (31%) and the Western provinces (30%) are somewhat more likely to state that the health warning messages have had at least some impact on getting them to smoke less. Those with annual household incomes of \$50,000 or more are more likely to report that these messages have had a minor impact. Women (65%), those aged 60 years or older (67%), those with annual household incomes of less than \$50,000, those with high school education or less and residents of Quebec (72%) are more likely to report that these messages have had no impact at all.

Occasional smokers (16%) and those whose usual brand comes in a flip-top package (13%) are more likely to report that health warning messages have had a major impact on getting them to smoke less. Those who have never tried to quit (71%) and smokers who believe that tobacco use is not a major health problem are more likely than other smokers to say these messages have had no impact on them at all in this area.

One-quarter of young smokers (27%) report that current health warning messages on cigarette packages have had either a major impact (5%) or some impact (22%) on getting them to smoke less. Nine percent indicate that these messages have had a minor impact, and 64 percent say the messages have had no impact at all.

Warning Messages and Trying to Quit Smoking

Just under one-quarter of smokers (22%) report that current health warning messages on cigarette packages have had either a major impact (10%) or some impact (12%) on recently getting them to try to quit smoking. Fourteen percent indicate that these messages have had a minor impact, and 62 percent say the messages have had no impact at all.

Those aged 45 to 59 years (29%), those with university education (29%) and residents of Atlantic Canada (28%) are somewhat more likely to state that the health warning messages have had at least some impact on getting them to try to

quit smoking. Women (64%), those aged 60 years or older (72%) and Quebecers (71%) are more likely to report that these messages have had no impact at all.

Occasional smokers (17%), those whose usual brand comes in a flip-top package (22%) and those who have tried to quit smoking in the past six months (23%) are more likely to report that health warning messages have had a major impact on getting them to try to quit smoking. Those who have never tried to quit (81%), or who have not tried to quit in the past two years, and smokers who believe that tobacco use is not a major health problem are more likely than other smokers to say these messages have had no impact on them at all in this area.

Just under one-quarter of young smokers (24%) report that current health warning messages on cigarette packages have had either a major impact (10%) or some impact (14%) on recently getting them to try to quit smoking. Sixteen percent indicate that these messages have had a minor impact, and 59 percent say the messages have had no impact at all.

Improving Health Warning Messages

Improving Current Health Warning Messages

Adults, both smokers and non-smokers, are most likely to suggest using pictures in health warning messages as a way to make them more effective. Young Canadians, both smokers and non-smokers, tend to advocate more detailed information as well as the use of pictures.

Canadians were asked, in an unprompted question, how, if at all, the current health warning messages on tobacco products could be improved to be more effective in convincing smokers to quit. Multiple responses were accepted. The most common response is the use of pictures (20%). About one in ten each mention more detailed information (10%), more eye-catching presentation (9%), increasing size (9%) and use of colour (9%). Smaller proportions mention providing a 1-800 quit-line number or Web site (3%) and using a "skull and crossbones" or other graphic depictions (2%). Fifteen percent indicate that the messages do not need improving, while five percent suggest getting rid of the messages altogether. Four percent say that nothing could be done to improve effectiveness, as smokers will continue to smoke. Nine percent give other responses, and 30 percent have no opinion.

Both smokers and non-smokers provide a similar pattern of responses to this question. However, smokers (21%) are somewhat more likely than non-smokers (11%) to say that the current health warning messages do not need improving. Among smokers, those whose usual brand comes in a flip-top package (25%) and those who have not tried to quit smoking in the past six months are also more likely to say this. Occasional smokers are slightly more likely to mention provision of a 1-800 quit-line number.

Those aged 18 to 44 years are more likely than others to mention use of pictures, more detailed information, more eye-catching presentation or increasing size. Those with higher levels of income and education are more likely than others to mention more detailed information, more eye-catching presentation or increasing size. Women, those with annual household incomes of \$15,000 or less and those with less than high school education are somewhat more likely to say that current health warning messages do not need improvement. Those aged 60 years and older and those with less than high school education are more likely to offer no opinion.

Residents of Ontario, especially Torontonians, are more likely than other Canadians to mention use of pictures, more eye-catching presentation, increasing size and use of colour. British Columbians, especially Vancouverites, are more likely to mention more detailed information and more eye-catching presentation. Quebecers (23%) are more likely to state that the messages do not need improvement. Residents of Atlantic Canada (10%) and Manitoba (10%) are more likely to suggest getting rid of the messages altogether. Those living in Saskatchewan (11%) are more likely than others to say that nothing can be done to prevent smokers from smoking. Albertans are more likely to offer no response to this question.

When young Canadians are asked how current health warning messages could be improved, one-quarter (25%) mention the use of pictures and two in ten (21%) mention more detailed information. About one in ten each mention increasing size (14%), more eye-catching presentation (12%), and use of colour (11%). Smaller proportions mention providing a 1-800 quit-line number or Web site (3%) and using a "skull and crossbones" or other graphic depictions (1%). Nine percent indicate that the messages do not need improving, while two percent suggest getting rid of the messages altogether. One percent say that nothing could be done to improve effectiveness, as smokers will continue to smoke. Nine percent give other responses, and 29 percent have no opinion.

Youths who smoke (18%) are less likely than non-smoking youths (27%) to mention the use of pictures, and are more likely to say that the messages do not need improving (14% of smokers vs. 8% of non-smokers). In other respects, however, the pattern of responses by smokers and non-smokers to this question is similar.

Youths living in Western Canada are somewhat more likely than others to mention use of pictures (30%) and use of colour (16%). Youths living in the Atlantic provinces are somewhat more likely than others to mention more detailed information (26%). Ontario youths are somewhat more likely than others to mention increasing size of warnings (19%). Quebec youths are somewhat more likely than others to say that the messages do not need improving (15%).

Using Words on the Package

Canadians of all ages are divided as to whether "words on the package" is the best way of informing smokers about the health risks of tobacco.

When Canadians are asked whether "words on the package" is the best way of informing smokers about the health risks of tobacco, response is almost evenly divided, with 44 percent answering that it is the best way and 41 percent saying that it is not. Fifteen percent have no opinion.

There is no significant difference between the views of smokers and non-smokers on this issue. As well, there are few noteworthy variations in response among regions and demographic groups. Those with university education are less likely to agree that words are the best way of providing health warning information. Those with less than secondary education are more likely to offer no response to this question, as are residents of Alberta and Ontario, particularly Torontonians.

When young Canadians are asked whether "words on the package" is the best way of informing smokers about the health risks of tobacco, response is almost evenly divided, with 43 percent answering that it is the best way and 45 percent saying that it is not. Twelve percent have no opinion.

Youths who do not smoke (44%) are somewhat more likely than youths who smoke (36%) to say that "words on the package" is the best way.

French-speaking youths (52%) are more likely than English-speaking youths (41%) to agree that "words on the package" is the best way to inform smokers about health risks. Youths living in the Atlantic provinces (39%) and Ontario (37%) are somewhat less likely to agree that it is the best way.

Effectiveness of Suggested Changes to Health Warning Messages

Majorities of smokers of all ages believe that using pictures and using colour are effective ways to make warning message more noticeable. Smokers of all ages are divided on the effectiveness of the use of marker words. Four in ten adult smokers endorse increasing the size of the messages and adding more detailed information. Young smokers are divided on the effectiveness of increasing size, but a majority endorse adding more detailed information in the text. Non-smokers are more likely to see all of these methods as effective.

Canadians were read a list of possible ways in which warning messages on cigarette packages could be changed, and asked to indicate how effective each of these ways would be in making the messages more noticeable. Large majorities of both smokers and non-smokers feel that using pictures and using colour would be effective. A majority of Canadians believe that adding marker words would be effective; however, smokers of all ages are divided on the effectiveness of marker words. A majority of Canadians of all ages also endorse increasing the size; among smokers, however, only four in ten support this. Canadians are divided on the effectiveness of adding more detailed information in the text, with non-smokers holding a more favourable view of this method than smokers.

Canadians who see tobacco use as a major health problem are more likely than others to support all of these suggested ways of changing the warning messages on cigarette packages.

Using Pictures

Seven in ten (70%) Canadians feel that using pictures in the warning messages on cigarette packages would be very (38%) or somewhat (32%) effective in making these messages more noticeable. One-quarter (24%) believe that using pictures would be not very (10%) or not at all (14%) effective. Seven percent offer no opinion.

While majorities of both smokers and non-smokers endorse the use of pictures, non-smokers (74% overall, 41% very effective) are more likely than smokers (62% overall, 33% very effective) to think that using pictures would be effective. Smokers whose usual brand comes in a flip-top package (47%), those who have tried to quit in the past six months (41%), and occasional smokers (40%) are more likely to think that using pictures would be very effective. Canadians who have never smoked (43%) are more likely than former smokers (36%) to think that using pictures would be very effective.

Those aged 18 to 29 years (44%), those with a post-secondary education and residents of British Columbia (46%), Saskatchewan (42%) and Ontario (42%), particularly Torontonians (52%) are more likely than others to think that using pictures would be very effective. Those aged 60 years or older (32%), those with less than high school education (23%) and French-speaking Canadians (33%) are less likely to think this.

Eight in ten young Canadians (79%) state that using pictures in the warning messages on cigarette packages would be very (45%) or somewhat (34%) effective in making these messages more noticeable. Two in ten (19%) believe that using pictures would be not very (13%) or not at all (6%) effective.

Youths who do not smoke (82% overall, 47% very effective) are more likely than youths who smoke (69% overall, 38% very effective), to endorse the use of pictures.

English-speaking youths (48%) are more likely than French-speaking youths (34%) to think that using pictures would be very effective. Youths aged 12 to 14 years (47%) and youths living in Western Canada (52%) are also more likely to think that using pictures would be very effective.

Using Colour

Two-thirds (66%) of Canadians state that using colour in the warning messages on cigarette packages would be very (34%) or somewhat (32%) effective in making these messages more noticeable. One-quarter (27%) believe that using colour would be not very (11%) or not at all (16%) effective. Seven percent offer no opinion.

While majorities of both smokers and non-smokers endorse the use of colour, non-smokers (71% overall, 38% very effective) are more likely than smokers (57% overall, 27% very effective) to think that using colour would be effective. Smokers whose usual brand comes in a flip-top package (34%), occasional smokers (35%) and those who have tried to quit in the past six months (36%) are more likely to think that using colour would be very effective. Canadians who have never smoked (41%) are more likely than former smokers (32%) to think that using colour would be very effective.

Those aged 18 to 29 years (37%), those with post-secondary education and residents of Manitoba (40%), Saskatchewan (38%) and Ontario (38%), particularly Torontonians (47%), are more likely than others to think that using colour would be very effective. Those with less than high school education (23%), French-speaking Canadians (30%) and Albertans (29%) are less likely to think this.

Two-thirds of young Canadians (68%) state that using colour in the warning messages on cigarette packages would be very (30%) or somewhat (38%) effective in making these messages more noticeable. Three in ten (30%) believe that using colour would be not very (18%) or not at all (12%) effective.

Youths who do not smoke (70% overall, 32% very effective) are more likely than youths who smoke (56% overall, 20% very effective), to endorse the use of colour.

English-speaking youths (32%) are more likely than French-speaking youths (21%) to think that using colour would be very effective. Youths living in the Atlantic provinces (35%) and Western Canada (35%) are somewhat more likely than others to think that using colour would be very effective.

Adding Marker Words

Six in ten (59%) Canadians state that using marker words, such as "Warning" or "Danger" in the warning messages on cigarette packages would be very (27%) or somewhat (32%) effective in making these messages more noticeable. One-third

(34%) believe that using such marker words would be not very (15%) or not at all (19%) effective. Seven percent offer no opinion.

While non-smokers clearly agree that the use of marker words would be effective, smokers are divided in their opinions. Non-smokers (65% overall, 31% very effective) are more likely than smokers (48% overall, 19% very effective) to think that using marker words would be effective. Canadians who have never smoked (32%) are more likely than former smokers (26%) to think that using marker words would be very effective.

French-speaking Canadians (62%), those with post-secondary education and residents of Saskatchewan (38%), Manitoba (35%) and Toronto (35%) are more likely than others to think that using marker words would be at least somewhat effective. Albertans (24%) are more likely to think that using such words would be not at all effective.

Two-thirds of young Canadians (68%) state that using marker words, such as "Warning" or "Danger" in the warning messages on cigarette packages would be very (32%) or somewhat (36%) effective in making these messages more noticeable. One in three (30%) believe that using such marker words would be not very (15%) or not at all (15%) effective.

Youths who do not smoke (73% overall, 34% very effective) are more likely than youths who smoke (49% overall, 23% very effective), to endorse the use of marker words. In fact, youths who smoke are evenly divided in their opinion of the effectiveness of marker words.

English-speaking youths (33%) are more likely than French-speaking youths (28%) to think that using marker words would be very effective. Youths living in the Atlantic provinces (36%) and non-smoking youths (34%) are more likely than others to believe that marker words would be very effective.

Increasing the Size of Messages

More than one-half (56%) of Canadians state that increasing the size of the warning messages on cigarette packages would be very (27%) or somewhat (29%) effective in making these messages more noticeable. One-third (36%) believe that using such marker words would be not very (17%) or not at all (19%) effective. Eight percent offer no opinion.

Non-smokers (62% overall, 30% very effective) are more likely than smokers (43% overall, 20% very effective) to think that increasing the size of the messages would be effective. Smokers who have tried to quit in the past six months (25%) are more likely than others to think that an increase in size would be very effective. Canadians who have never smoked (32%) are more likely than former smokers (25%) to think that increasing the size would be very effective.

Those with post-secondary education are more likely than others to think that increasing the size of the warning messages would be at least somewhat effective; residents of Saskatchewan (38%), Manitoba (33%) and Toronto (36%) are more likely than others to think that increasing the size would be very effective. Those aged 18 to 29 years (22%) and French-speaking Canadians (23%) are more likely to say that increasing the size would be not at all effective.

Seven in ten young Canadians (71%) state that increasing the size of the warning messages on cigarette packages would be very (38%) or somewhat (33%) effective

in making these messages more noticeable. One-quarter (27%) believe that increasing the size would be not very (15%) or not at all (12%) effective.

Youths who do not smoke (78% overall, 43% very effective) are more likely than youths who smoke (49% overall, 22% very effective), to see increasing the size of the messages as effective.

English-speaking youths (41%), younger teens and Ontario youths (44%) are more likely than other youths to think that increasing the size would be very effective.

More Detailed Information in Text

Canadians are divided on the effectiveness of using more detailed information in the text of warning messages on cigarette packages. More than one in four (46%) Canadians believe that using more detailed information would be very (20%) or somewhat (26%) effective in making these messages more noticeable. A similar proportion (44%) believe that using such detailed information would be not very (19%) or not at all (25%) effective. Nine percent offer no opinion.

Non-smokers (50% overall, 22% very effective) are more likely than smokers (40% overall, 18% very effective) to see adding more detailed information in the text as effective. Smokers who have tried to quit smoking within the past five years (20%) are more likely to think that using more detailed information in the text of the warning messages would be very effective. Canadians who have never smoked (24%) are more likely than former smokers (17%) to think that using detailed information would be very effective.

There are few variations in response among major demographic groups. Those aged 18 to 29 years are somewhat more likely to think that using more detailed information in the text of the warning messages would be at least somewhat effective (50% overall, 24% very effective). Residents of Atlantic Canada (25%), Vancouver (25%) and Toronto (27%) are more likely than others to think that detailed information in the text would be very effective. Residents of Saskatchewan (32%) and Alberta (31%) are more likely to think that using detailed information would be not at all effective.

Seven in ten young Canadians (70%) believe that using more detailed information would be very (37%) or somewhat (33%) effective in making these messages more noticeable. Three in ten (28%) believe that using such detailed information would be not very (16%) or not at all (12%) effective.

Youths who do not smoke (73% overall, 40% very effective) are more likely than youths who smoke (59% overall, 28% very effective), to see use of more detailed information in the text as effective.

English-speaking youths (40%) are more likely than French-speaking youths (26%) to think that using detailed information would be very effective. Younger teens, youths living in Atlantic Canada (49%) and youths who do not smoke (40%) are also more likely to think that using detailed information would be very effective.

Visual Differences Between Cigarette Packages

Smokers, especially youths, are most likely to identify colour as the visual difference between cigarette packages, followed by brand name. Size of package, package type and logo are mentioned less frequently.

When Canadians are asked how cigarette brands differ to them visually, almost half (46%) of Canadians mention colour, and just under one-quarter (22%) mention the brand name. Smaller proportions mention size (10%), logo (7%), packaging type (6%) or different health warning messages (3%). Twelve percent say that they cannot tell the difference and 21 percent say that they never look at the packages. Two percent give some other response, and six percent offer no opinion.

Smokers tend to be more likely than non-smokers to mention most of these visual differences, particularly colour, brand name, size and packaging type. Non-smokers are more likely than smokers to say that they never look at the packages.

Men are more likely than women to mention colour (49% of men vs. 44% of women) and brand name (24% of men vs. 21% of women). Women (25%) are more likely than men (18%) to say that they never look at the packages. Younger people are more likely than others to mention colour, brand name and size. English-speaking Canadians are more likely than French-speaking Canadians to mention the brand name (24%) or to say that they never look at the packages (24%). French-speakers are more likely to mention colour (49%), logo (11%) or to say they cannot tell the difference (22%). Those with higher levels of income and education are more likely to mention colour; better-educated Canadians are also more likely to mention the logo. Those with less than high school education are more likely to mention packaging type, or to say that they cannot tell the difference or that they never look at the packages. Those aged 60 or older are less likely to mention any of these visual differences and considerably more likely (41%) to say that they never look at the packages.

Residents of British Columbia (55%), Manitoba (54%), Saskatchewan (54%) and Quebec (50%) are more likely to mention colour. Atlantic Canadians (27%) and residents of Toronto (30%) and Vancouver (35%) are more likely to mention brand name. Quebecers (28%) are more likely to say that they cannot tell the difference. Albertans (33%) and Ontarians (28%), particularly Torontonians (31%) are more likely than others to say that they never look at the packages.

When young Canadians are asked how cigarette brands differ to them visually, over half (58%) mention colour, and just over one-third (35%) mention the brand name. Smaller proportions mention size (16%), logo (13%), packaging type (9%) or different health warning messages (4%). Eight percent say that they cannot tell the difference and 11 percent say that they never look at the packages. Four percent give some other response, and seven percent offer no opinion.

Youths who smoke are more likely than non-smoking youths to mention almost all of these differences.

Youths aged 15 to 18 years (64%) are more likely than younger teens to mention colour. Youths living in Western Canada (64%) and Quebec (62%) are more likely than others to mention colour. Brand name is more often mentioned by Quebec youths (42%). Ontario youths are more likely than others to mention size (21%) or to say they never look at the packages (21%).

Effectiveness of Increasing the Size of Health Warning Messages
One-third of adult smokers and half of young smokers believe that increasing the size of health warning messages would make them at least somewhat more effective in informing Canadians about the health effects of tobacco and in encouraging them to reduce their tobacco use.

Canadians were asked, if the size of the health warnings on cigarette packages were increased, how much more effective these messages would be in informing Canadians about the health effects of tobacco and in encouraging them to reduce their tobacco use. Almost half of adults and two-thirds of youth believe that increasing the size of health warning messages would make them at least somewhat more effective in informing Canadians about the health effects of tobacco and in encouraging them to reduce their tobacco use. Smokers are somewhat less inclined to believe this.

Effectiveness in Informing Canadians about Health Effects of tobacco
With respect to informing Canadians about the health effects of tobacco, more than four in ten (46%) say that increasing the size would make the messages much more (17%) or somewhat more (29%) effective; 17 percent say that this would make the messages a little more effective and 29 percent say this would make the messages no more effective. Eight percent offer no opinion.

Non-smokers (51%) are more likely than smokers (36%) to say that increasing the size of the health warning messages would make them at least somewhat more effective in informing Canadians about the health effects of tobacco. Among non-smokers, those who have never smoked (54%) are more likely than former smokers (46%) to say this.

Those aged 18 to 29 years (51%) and those with post-secondary education are more likely than others to say that increasing the size of the health warning messages would make them at least somewhat more effective in informing Canadians about the health effects of tobacco. English-speaking Canadians (32%) are more likely than French-speakers (23%) to say that doing this would be no more effective in informing Canadians about the health effects of tobacco.

Residents of Vancouver (55%) are the most likely to state that increasing the size of the messages would make them at least somewhat more effective in informing Canadians about the health effects of tobacco; however, much of this belief is tentative (41% saying somewhat more effective). Quebecers (21%) and Torontonians (23%) are the most likely to say that increasing the size would make health warning messages much more effective. Residents of British Columbia (33%), Saskatchewan (32%) and Manitoba (32%) are the most likely to say that increasing the size of health warning messages would make them no more effective.

Canadians who see tobacco use as a major health problem (49%) are more likely than others to say that increasing the size of the messages would make them at least somewhat more effective.

When young Canadians are asked about the effect of increasing the size of the message, two-thirds (67%) say that the messages would be much more (24%) or somewhat more (43%) effective if the size of the message were increased; 16 percent say that this would make the messages a little more effective and 13 percent say this would make the messages no more effective.

Non-smoking youths (71%) are somewhat more likely than youths who smoke (55%) to think that increasing the size of the messages would make them at least somewhat more effective.

Younger teens and youths living in Quebec (74%) are somewhat more likely than other teens to think that increasing the size of the messages would make them at least somewhat more effective. French-speaking youths (31%) are more likely than

English-speaking youths (23%) to think that increasing the size would make these messages much more effective.

Effectiveness in Encouraging Canadians to Reduce Tobacco Use

With respect to encouraging Canadians to reduce tobacco use, more than four in ten (43%) say that increasing the size would make the messages much more (16%) or somewhat more (27%) effective; 17 percent say that this would make the messages a little more effective and 31 percent say this would make the messages no more effective. Nine percent offer no opinion.

Non-smokers (48%) are more likely than smokers (36%) to say that increasing the size of the health warning messages would make them at least somewhat more effective in encouraging Canadians to reduce tobacco use. Among smokers, those who have tried to quit smoking in the past six months (42%) and occasional smokers (51%) are more likely than others to say this. Among non-smokers, those who have never smoked (49%) are more likely than former smokers (43%) to say this.

Those aged 18 to 29 years (48%), French-speaking Canadians (48%) and those with post-secondary education are more likely than others to say that increasing the size of the health warning messages would make them at least somewhat more effective in encouraging Canadians to reduce tobacco use.

Residents of Quebec (48%), Saskatchewan (48%) and the metropolitan areas of Toronto (50%) and Vancouver (49%) are most likely to say that increasing the size of the health warning messages would make them at least somewhat more effective in encouraging Canadians to reduce tobacco use; however, residents of Saskatchewan and Vancouver are more tentative in their beliefs than are residents of Toronto and Quebec. Residents of Saskatchewan (36%) and British Columbia (35%) are most likely to say that increasing the size of health warning messages would make them no more effective.

Canadians who see tobacco use as a major health problem (47%) are more likely than others to say that increasing the size of the messages would make them at least somewhat more effective.

When young Canadians are asked about the effect of increasing the size of the message, almost two-thirds (63%) say that the messages would be much more (22%) or somewhat more (41%) effective if the size of the package were increased; 17 percent say that this would make the messages a little more effective and 17 percent say this would make the messages no more effective.

Youths who do not smoke (65%) are more likely than youths who smoke (50%) to think that increasing the size of the messages would make them at least somewhat more effective.

Younger teens and youths living in Atlantic Canada (70%) are somewhat more likely than other teens to think that increasing the size of the messages would make them at least somewhat more effective. French-speaking youths (26%) are more likely than English-speaking youths (21%) to think that increasing the size would be much more effective.

Testing of Sizes of Health Warning Messages

Recall of Details of Test Packages (Mouth Cancer Image)

Almost three-quarters of adults recall the image of diseased teeth and gums when shown a card displaying two different brands of cigarette packages bearing this image; almost half recall the mention of mouth cancer. Young Canadians are somewhat more likely to mention the image and somewhat less likely to mention mouth cancer.

Respondents were briefly shown a card (Card A) which displayed a new health warning message on two different brands of cigarette packages, Export "A" and Player's. The health warning message, which was the same on both packages, occupied approximately 60 percent of the package surface. An image of diseased teeth and gums and the message "Cigarettes cause mouth cancer," along with additional informative text, were prominently displayed.

When asked to say what was written and shown on the package, top-of-mind, almost three-quarters (72%) mention the image of rotten or diseased mouth, gums or teeth, and ten percent state that the picture on the package is compelling or eye-catching. Almost one-half (48%) make specific mention of mouth, gum or throat cancer, one in three (31%) make at least some reference to the health warning message on the package, and 12 percent mention cancer in general. Two in ten (20%) mention the brand name or colours of the cigarettes displayed. Four percent give other mentions, and two percent offer no response.

Smokers and non-smokers alike display similar patterns of response. Smokers (52%) are more likely than non-smokers (45%) to mention mouth, gum or throat cancer. Among smokers, those who smoke every day (54%) and those whose usual brand comes in a slide and shell package (53%) are more likely than others to refer to mouth, gum or throat cancer. Occasional smokers (36%) are more likely than others to mention the warning message in general. Those whose usual brand comes in a flip-top package are more likely than other smokers to mention specifics - diseased teeth, mouth and gums - of the image shown on the package; they are also more likely to mention the brand name or colours.

Those aged 18 to 29 years (79%), those with annual household incomes of \$70,000 or more (79%) and those with post-secondary education (76%) are more likely than others to mention specifics - diseased teeth, mouth and gums - of the image shown on the package. Those with university education (15%) are also more likely to mention that the picture is compelling or eye-catching. Women (50%) and French-speaking Canadians (56%) are more likely than others to refer to mouth, gum or throat cancer. Those aged 18 to 29 years (38%), English-speakers (33%), those with annual household incomes of \$70,000 or more (43%) and those with university education (39%) are more likely to mention the warning message in general. English-speakers (23%), those with annual household incomes of \$50,000 or more (26%) and those with university education (28%) are more likely to mention the brand name or colours. Those aged 60 years or older are less likely to mention almost all of these.

Residents of Saskatchewan (84%) and British Columbia (82%) are more likely than other Canadians to mention specifics - diseased teeth, mouth and gums - of the image shown on the package; Ontarians (67%), particularly Torontonians (58%), and Manitobans (63%) are less likely to do so. Quebecers (53%) are more likely to refer to mouth, gum or throat cancer; Western Canadians (39%), particularly

residents of Saskatchewan (29%), are less likely to do so. Residents of Saskatchewan (49%), British Columbia (42%) and Manitoba (36%) are more likely to mention the warning message in general; Albertans (21%), Quebecers (23%) and Atlantic Canadians (25%) are less likely to do so. Residents of British Columbia (37%), Saskatchewan (34%) and Manitoba (33%) are more likely to mention the brand name or colours; Quebecers (12%) are least likely to do so.

When young Canadians are briefly shown these test packages, almost nine in ten (88%) mention the image of rotten or diseased mouth, gums or teeth, and three percent state that the picture on the package is compelling or eye-catching. Four in ten each make specific mention of mouth, gum or throat cancer (41%) or at least some reference to the health warning message on the package (42%). Fifteen percent mention cancer in general. Two in ten (23%) mention the brand name or colours of the cigarettes displayed.

The responses of smokers and non-smokers are very similar. Smokers are slightly more likely than non-smokers to mention mouth, gum or throat cancer, while non-smokers are slightly more likely to make a general mention of the warning message.

Young women are more likely than young men to mention mouth, gum or throat cancer (45% vs. 38%). Youths aged 15 to 18 years are more likely than younger teens to make a general mention of the warning message. Quebec youths (58%) are more likely to make a specific mention of mouth, gum or throat cancer.

Recall of Brands of Test Packages (Mouth Cancer Image)

More than seven in ten Canadians of all ages, and eight in ten smokers, recall both Player's and Export "A" as the brands shown on this card. Recall is even higher among those who smoke these brands.

When asked to identify the brands of the packages on the card shown to them (Card A), about seven in ten Canadians each correctly mention Player's (73%) or Export "A" (69%). One in ten mention DuMaurier (7%), Rothman's (1%) or another brand (2%). Thirteen percent offer no response.

Smokers are more likely than non-smokers to recall both Player's (80% of smokers vs. 69% of non-smokers) and Export "A" (78% of smokers vs. 64% of non-smokers); among non-smokers, former smokers are more likely to recall both of these brands than those who have never smoked.

Those who usually smoke a Player's brand (85%) are more likely than other smokers to recall Player's as one of the brands shown; similarly, those who smoke an Export "A" brand (85%) are more likely than other smokers to recall Export "A" as one of the brands shown.

Recall of both Player's and Export "A" is greater among men than among women, and greater among French-speaking Canadians than among English-speakers. Those aged 18 to 29 years are also more likely than others to mention both of these brands.

Residents of Manitoba, Saskatchewan, Atlantic Canada and Quebec are more likely to mention both Player's and Export "A"; recall of both of these brands is lowest among Albertans and Ontarians, particularly Torontonians, who are all more likely to offer no response to this question.

When asked to identify the brands of the packages on the card shown to them, about three-quarters of young Canadians each mention Player's (77%) or Export "A" (75%). Five percent mention DuMaurier and two percent, another brand. Ten percent offer no response.

Smokers are more likely than non-smokers to recall both Player's (87% of smokers vs. 74% of non-smokers) and Export "A" (94% of smokers vs. 70% of non-smokers).

Recall of both Player's and Export "A" is greater among youths aged 15 to 18 years. Youths living in the Atlantic provinces and Quebec are somewhat more likely than others to recall Player's; Quebec youths are also more likely to recall Export "A".

Effectiveness of Test Packages (Black Lung Image)

Two-thirds of adults and over eight in ten youths, both smokers and non-smokers, feel that a cigarette package bearing an image of a blackened lung and a new text message is more effective than one bearing only the current health warning message, both in informing Canadians of the health effects of smoking and in encouraging Canadians to reduce tobacco use.

Respondents were briefly shown a card (Card B) with images of two different brands of cigarette packages, Export "A" and DuMaurier. The DuMaurier package bore the current style of health warning message containing the words "Cigarettes cause fatal lung disease" (Package A). The Export "A" package bore a larger message covering approximately 60 percent of the package surface and displaying both a picture of a blackened lung and a new health warning message, "Die hard smokers often die hard deaths," with additional informative text (Package B).

When asked which package would be more effective in informing Canadians of the health effects of smoking and in encouraging Canadians to reduce tobacco use, two-thirds of adults and over eight in ten youths choose Package B, the package with the image of the blackened lung, as more effective in both instances. There was no significant difference in response between smokers and non-smokers with respect to the effectiveness of Package B in informing Canadians of the health effects of smoking and in encouraging Canadians to reduce tobacco use.

Informing Canadians about the Health Effects of tobacco

Two-thirds (67%) of adults believe that the package bearing the "black lung" warning message (Package B) is more effective in informing Canadians of the health effects of tobacco than the current message; 15 percent believe that the package bearing the current message (Package A) is more effective, and ten percent believe both are equally effective. Five percent say that neither is more effective, and three percent offer no opinion.

While two-thirds of both non-smokers (66%), and smokers (68%) as a whole, select Package B, occasional smokers (61%) are slightly less likely than either to choose Package B as the most effective. Smokers who have never tried to quit (22%) are more likely to choose Package A.

Those aged 18 to 44 (71%) and those with higher levels of income and education are more likely than others to state that Package B, the package bearing the "black lung" image, is more effective in informing Canadians about the health effects of tobacco. Package A is more likely to be selected as more effective by

women (17%), those aged 60 years or more (21%) and French-speaking Canadians (19%).

Residents of British Columbia (78%), Atlantic Canada (78%) and Saskatchewan (74%) are more likely than others to state that Package B is more effective in informing Canadians about the health effects of tobacco. Manitobans (19%), Quebecers (19%) and Vancouverites (22%) are more likely to believe that Package A is more effective. Torontonians are most likely to say that both are equally effective (30%).

More than eight in ten young Canadians (85%) believe that the package bearing the "black lung" warning message (Package B) is more effective in informing Canadians of the health effects of tobacco than the current message; nine percent believe that the package bearing the current message (Package A) is more effective. Four percent believe both are equally effective, and two percent say that neither is more effective.

Both smokers and non-smokers (85% each) overwhelmingly select Package B as the most effective.

English-speaking youths (88%) are more likely than French-speaking youths (80%) to choose Package B. Youths living in Atlantic Canada (91%) are most likely to choose Package B as the more effective one; Quebec youths (78%) are least likely to do so.

Encouraging Canadians to Reduce Their Tobacco Use
Two-thirds (67%) of Canadians believe that the package bearing the "black lung" warning message (Package B) is more effective in encouraging Canadians to reduce their tobacco use than the package bearing the current message (Package A); 12 percent believe Package A is more effective, and ten percent believe both are equally effective. Eight percent say that neither is more effective, and three percent offer no opinion.

Two-thirds of both smokers (69%) and non-smokers (66%) select Package B as the most effective in encouraging Canadians to reduce their tobacco use. Among smokers, those who have never tried to quit are somewhat less likely to say that Package B is more effective. Among non-smokers, those who have never smoked (67%) are somewhat more likely than former smokers (64%) to choose Package B.

Those aged 18 to 44 years and those with post-secondary education are more likely than others to state that Package B is more effective in encouraging Canadians to reduce their tobacco use. Women (13%), those aged 60 years or more (16%) and French-speaking Canadians (15%) are more likely to believe that Package A is more effective.

Residents of British Columbia (78%), Saskatchewan (78%) and Atlantic Canada (75%) are more likely to state that Package B is more effective. Manitobans (15%) and Quebecers (14%) are more likely to believe that Package A is more effective. Torontonians are considerably more likely to say that both are equally effective (30%).

More than eight in ten young Canadians (83%) believe that the package bearing the "black lung" warning message (Package B) is more effective in encouraging Canadians to reduce their tobacco use than the package bearing the current message (Package A); nine percent believe Package A is more effective. Four percent believe both are equally effective, and three percent say that neither is more effective.

Youths who smoke (79%) are somewhat less likely than those who do not smoke (84%) to select Package B.

Youths aged 15 to 18 years (86%) are somewhat more likely than younger teens to choose Package B as the more effective package. English-speaking youths (85%) are more likely than French-speaking youths (77%) to choose Package B. Youths living in Atlantic Canada (90%) are most likely to choose Package B as the more effective one; Quebec youths (76%) are least likely to do so.

Recall of Brands of Test Packages (Black Lung Image)

The vast majority of Canadians of all ages, and smokers in particular, recall both DuMaurier and Export "A" as the brands shown on the card. Recall is higher among those who smoke these brands.

When asked to identify the brands of the packages shown to them on Card B, eight in ten adults (80%) correctly mention DuMaurier and about seven in ten correctly mention Export "A" (72%). One in ten mention Player's (8%), Rothman's (1%) or another brand (1%). Eleven percent offer no response.

Smokers are more likely than non-smokers to recall both DuMaurier (87% of smokers vs. 76% of non-smokers) and Export "A" (79% of smokers vs. 68% of non-smokers). Among non-smokers, former smokers are more likely to recall both of these brands than those who have never smoked.

Those who usually smoke an Export "A" brand are more likely than others to recall both brands, particularly Export "A"; those who smoke a DuMaurier brand are more likely than others to recall DuMaurier as one of the brands shown.

Recall of both DuMaurier and Export "A" is greater among men than among women, and greater among French-speaking Canadians than among English-speakers. Those aged 18 to 44 years are also more likely than others to mention both of these brands.

Residents of Manitoba, Atlantic Canada and Quebec are more likely to mention both DuMaurier and Export "A"; recall of both of these brands is lowest among Albertans and Ontarians, particularly Torontonians, who are all more likely to offer no response to this question. Residents of Saskatchewan are the most likely to recall DuMaurier, but are no more likely than average to recall Export "A".

When asked to identify the brands of the packages shown to them, eight in ten young Canadians (81%) mention DuMaurier and about three-quarters (76%) mention Export "A". Six percent mention Player's and one percent, another brand. Nine percent offer no response.

Youths who smoke are more likely than non-smokers to recall both of these brands.

Young men (84%) are more likely than young women (78%) to recall the DuMaurier brand; recall of Export "A" is similar for both. Youths aged 15 to 18 years are somewhat more likely than younger teens to mention both DuMaurier and Export "A". Youths living in the Atlantic provinces and Quebec are more likely than others to recall Export "A"; Quebec youths are also more likely than others to recall DuMaurier.

Most Effective Size to Inform about Health Effects of Tobacco

When shown four packages with different sizes of text-based warning messages, a plurality of four in ten adults, smokers and non-smokers alike, believe that a health warning message with 60 percent coverage is most effective in informing Canadians about the health effects of tobacco. This proportion rises to one-half among young smokers and two-thirds among young non-smokers.

Respondents were briefly shown a card displaying images of four Export "A" cigarette packages. Each package bore a health warning message of a different size - 25 percent coverage (Package A), 40 percent coverage (Package B), 50 percent coverage (Package C) and 60 percent coverage (Package D). The message on Package A was a single large-text sentence in the style of the current health warning messages, "Cigarettes cause mouth cancer." The messages on the three other packages bore the same large-text message, and also contained additional informative text.

When asked which size of health warning they think would be most effective in informing Canadians about the health effects of tobacco, a plurality of more than four in ten (44%) select Package D, the package with 60 percent coverage. Two in ten (18%) choose Package A, the package with 25 percent coverage, and fewer than one in ten each indicate Package C, with 50 percent coverage (8%) or Package B, with 40 percent coverage (5%). Fourteen percent state that all four sizes are equally effective, eight percent say that none is more effective, and three percent offer no opinion.

Non-smokers (45%) are somewhat more likely than smokers (42%) to choose Package D. Among smokers, those who have never tried to quit (24%) are somewhat more likely to choose Package A. Former smokers (21%) are more likely than those who have never smoked (16%) to choose Package A.

Canadians who think that tobacco use is a major health problem (46%) are also more likely to select Package D.

Women (20%) are somewhat more likely than men (16%) to choose Package A. Men show a slight preference for all of the packages with greater coverage (B, C and D). Those aged 18 to 29 are somewhat more likely to show a preference for all of the packages with greater coverage (B, C and D); conversely, those aged 60 years and older are more likely to choose Package A. French-speaking Canadians (49%) and older are more likely to select Package D. English-speaking Canadians (16% vs. 6% of French-speakers) are somewhat more likely to say that all sizes are equally effective.

Residents of Atlantic Canada (51%), Manitoba (50%), British Columbia (49%) and Quebec (48%), especially Montreal (50%), are more likely than other Canadians to choose Package D with 60 percent coverage as the most effective. Residents of Saskatchewan (30%) and British Columbia (22%), especially Vancouverites (27%), are more likely to select Package A. Ontarians, especially Torontonians, are the most likely to say that all sizes are equally effective.

Canadians were then asked the reasons for their choice of size. Those who indicate that Package D is the most effective in informing Canadians about the health effects of tobacco give as reasons for their choice: bigger warning (36%); biggest, largest and easiest to read (31%); noticeable or attracting (30%); more prominent lettering (19%); more content, more information (14%); diminishes brand name and logo (12%); more detailed information about health risks (7%); and message and warning are clearer (4%). Seven percent give other reasons and two percent offer no opinion.

Smokers who select Package D are more likely than non-smokers to give most of these reasons for their choice; however, non-smokers are more likely to mention that the brand name and logo are diminished. Among non-smokers, former smokers are more likely to mention diminished brand name and logo than those who have never smoked.

Those aged 18 to 44 years, and residents of Atlantic Canada (45%) and the Western provinces (39%), are more likely than others to say that the bigger warning is the reason for their choice. Men and Ontarians (35%) are more likely to say they made their choice because it was the biggest, largest and easiest to read. Men, those aged 18 to 29 years and those with university education are more likely to mention noticeable or attracting as their reason. Those aged 60 years or older (26%), Atlantic Canadians (30%) and residents of the West (25%) are more likely to mention prominent lettering. Those with post-secondary education and Ontarians (16%) are more likely to mention that the brand name and logo are diminished. Ontarians are also more likely than others to mention that there is more detailed information about health risks.

Canadians who think that tobacco use is a major health problem are less likely than others to mention most of these reasons, but somewhat more likely to mention the diminished brand name and logo.

Those who indicate that Package A is the most effective in informing Canadians about the health effects of tobacco give as reasons for their choice: short, clear, to the point (37%); less to read or a fast read (30%); easy to read, large print (26%); smaller message is enough, size doesn't matter (20%); stands out, catches the eye (19%); and simple, not cluttered (16%). Six percent give other reasons and one percent offer no opinion.

Smokers who select Package A are more likely than non-smokers to say that size doesn't matter. Non-smokers are somewhat more likely to mention most of the other reasons.

Men (42%), English-speaking Canadians (41%) and residents of Atlantic Canada (47%) and the Western provinces (42%) are more likely than others to say that it is short, clear and to the point. Women (24%) are more likely than men (13%) to say that it stands out and catches the eye. Residents of Ontario (24%) are more likely to say that it is simple and not cluttered.

Those who choose Package B say that it is mid-size or balanced (39%); not too big or less spaced out (39%); detailed, with the necessary information (30%); and easy to read (16%). Subgroups are too small to permit detailed analysis.

Those who choose Package C say that it is large enough or half the package (61%); that it reads well or is a clear message (31%); and that it is effective (17%). Subgroups are too small to permit detailed analysis.

When asked which size of health warning they think would be most effective in informing Canadians about the health effects of tobacco, two-thirds of young Canadians (66%) select Package D. About one in ten each choose Package A (10%), Package C (10%) or Package B (7%). Three percent state that all four sizes are equally effective and another three percent say that none is more effective. Youth clearly have an overwhelming preference for the largest possible size warning.

Youths who do not smoke (69%) are more likely to choose Package D than youths who do smoke (52%).

Young women (72%) are more likely than young men (59%) to choose Package D. Youths aged 12 to 16 years and youths living in the Atlantic provinces (82%) are somewhat more likely to choose Package D. Quebec youths (59%) are least likely to choose Package D.

Youths who choose Package D as the most effective give as their reasons: bigger warning (42%); noticeable or attracting (36%); biggest, largest or easier to read (21%); more content, more information (21%); more prominent lettering (19%); diminishes brand name and logo (11%); more detailed information about health risks (10%); and message and warning is clearer (5%). Four percent give other reasons.

There is no significant difference between smokers and non-smokers in their reasons for selecting Package D.

Young women are more likely than young men to give as reasons that it is a bigger warning (45% vs. 38%) or that it is noticeable or attracting (39% vs. 33%); young men (26%) are more likely than young women (17%) to say it is biggest, largest, easier to read. Youths aged 15 to 18 years are more likely than younger teens to mention noticeable or attracting; younger teens are more likely than older teens to mention biggest, largest, easier to read. Quebec youths are more likely than others to mention noticeable or attracting (42%) and mention bigger warning (34%), more content or more information (11%), more prominent lettering (12%) and diminishes brand name and logo (1%).

Youths who choose Package A say that it is short, clear and to the point (43%); easy to read, large print (37%); simple, not cluttered (15%); less to read, a fast read (14%); and stands out or catches the eye (11%). Subgroups are too small to permit detailed analysis.

Youths who choose Package B say that it is mid-size or balanced (46%); detailed, with the necessary information (41%); not too big or less spaced out (24%); and easy to read (18%). Subgroups are too small to permit detailed analysis.

Youths who choose Package C say that it is large enough or half the package (67%); and that it reads well or is a clear message (54%). Subgroups are too small to permit detailed analysis.

Most Effective Size to Encourage Reduction of Tobacco Use

When shown four packages with different sizes of text-based warning messages, a plurality of four in ten adults, smokers and non-smokers alike, believe that a health warning message with 60 percent coverage is most effective in encouraging Canadians to reduce their tobacco use. This proportion rises to one-half among young smokers and two-thirds among young non-smokers.

Respondents were briefly shown a card displaying images of four Export "A" cigarette packages. Each package bore a health warning message of a different size - 25 percent coverage (Package A), 40 percent coverage (Package B), 50 percent coverage (Package C) and 60 percent coverage (Package D). The message on Package A was a single large-text sentence in the style of the current health warning messages, "Cigarettes cause mouth cancer." The messages on the three

other packages bore the same large-text message, and also contained additional informative text.

When asked which size of health warning they think would be most effective in encouraging Canadians to reduce their tobacco use, more than four in ten (43%) select Package D. Fewer than two in ten (14%) choose Package A, and fewer than one in ten each indicate package C (7%) or Package B (5%). Fifteen percent state that all four sizes are equally effective, twelve percent say that none is more effective, and four percent offer no opinion.

Over four in ten smokers (42%) and non-smokers (43%) select Package D as the most effective in encouraging Canadians to reduce their tobacco use. Non-smokers (17%) are more likely than smokers (13%) to say that all of the packages shown are equally effective; those who smoke (17%) are more likely to say that none of the packages are effective. Among smokers, those who have never tried to quit are more likely to select Package A (19%), or to say that none of the packages would be effective in reducing tobacco use (20%). Among non-smokers, former smokers (18%) are more likely than those who have never smoked (12%) to select Package A.

Those aged 18 to 29 are somewhat more likely to show a preference for all of the packages with greater coverage (B, C and D); conversely, those aged 60 years and older are more likely to choose Package A. French-speaking Canadians (47%) are more likely to select Package D. English-speaking Canadians (17%) are somewhat more likely to say that all sizes are equally effective.

Residents of Manitoba (55%), British Columbia (50%) and Quebec (48%) are more to choose Package D as the most effective. British Columbians (19%), especially Vancouverites (20%) are more likely to select Package A. Ontarians, especially Torontonians, are the most likely to say that all sizes are equally effective.

Canadians who think that tobacco use is a major health problem (46%) are more likely than others to choose Package D as most effective.

Canadians were then asked the reasons for their choice of size. Those who indicate that Package D is the most effective in encouraging Canadians to reduce their tobacco use give as reasons for their choice: bigger warning (31%); noticeable or attracting (30%); biggest, largest and easiest to read (28%); more prominent lettering (18%); more content, more information (11%); diminishes brand name and logo (9%); message and warning are clearer (7%); and more detailed information about health risks (5%). Six percent give other reasons.

Smokers who select Package D are more likely than non-smokers to give most of these reasons for their choice; however, non-smokers are more likely to mention that it is the biggest and easier to read, and that the brand name and logo are diminished. Among non-smokers, former smokers are more likely to mention most of these reasons than those who have never smoked.

Those with high school education or less and residents of Atlantic Canada (40%) are more likely than others to say that the bigger warning is the reason for their choice. Those aged 18 to 29 years (33%) and French-speaking Canadians (33%) are more likely to mention that it is noticeable or attracting. Ontarians (31%) and British Columbians (31%) are more likely to say they made their choice because it was the biggest, largest and easiest to read. Women (21%), those aged 60 years or older (21%), those with high school education or less, Atlantic Canadians (22%) and residents of the Western provinces (22%) are more likely to mention prominent lettering.

Those who indicate that Package A is the most effective in encouraging Canadians to reduce their tobacco use give as reasons for their choice: short, clear, to the point (40%); easy to read, large print (26%); less to read or a fast read (21%); simple, not cluttered (15%); stands out, catches the eye (14%); and smaller message is enough, size doesn't matter (10%). Seven percent give other reasons.

Smokers who select Package A are more likely than non-smokers to say that size doesn't matter. Non-smokers are somewhat more likely to mention most of the other reasons.

Men (43%), English-speaking Canadians (48%) and residents of the Western provinces (57%) are more likely than others to say that it is short, clear and to the point. Men (24%) and Quebecers (27%) are more likely to say that there is less to read or it is a faster read. Women (19%) are more likely than men (7%) to say that it stands out and catches the eye. Residents of Ontario are more likely to say that it is easy to read, large print (33%) and that it is simple and not cluttered (22%).

Those who choose Package B say that it is not too big or less spaced out (37%); mid-size or balanced (35%); easy to read (19%); and detailed, with the necessary information (18%). Subgroups are too small to permit detailed analysis.

Those who choose Package C say that it is large enough or half the package (56%); that it reads well or is a clear message (30%); and that it is effective (13%). Subgroups are too small to permit detailed analysis.

When asked which size of health warning they think would be most effective in encouraging Canadians to reduce their tobacco use, more than six in ten young Canadians (62%) select Package D. Around one in ten each choose Package C (9%), Package A (9%) or Package B (6%). Five percent state that all four sizes are equally effective and six percent say that none is more effective.

Youths who do not smoke (66%) are more likely to choose Package D than youths who do smoke (51%).

Young women (69%) are more likely than young men (55%) to choose Package D. Youths aged 12 to 16 years and youths living in the Atlantic provinces (73%) are more likely to choose Package D; Quebec youths (57%) are least likely to do so.

Youths who choose Package D as the most effective give as their reasons: bigger warning (39%); noticeable or attracting (29%); biggest, largest or easier to read (26%); more prominent lettering (17%); more content, more information (12%); diminishes brand name and logo (10%); more detailed information about health risks (10%); and message and warning is clearer (8%). Three percent give other reasons.

Among those who select Package D, youths who smoke are more likely than non-smoking youths to mention biggest, largest, easier to read. Non-smoking youths are more likely to mention more prominent lettering, more content or more information, and diminishes brand name or logo.

Youths aged 15 to 18 years (32%) are more likely than younger teens to mention noticeable or attracting. Quebec youths are more likely than others to mention biggest, largest, easier to read (43%); they are less likely than others to mention bigger warning (24%), more content or more information (7%) and diminishes brand name and logo (5%).

Youths who choose Package A say that it is short, clear and to the point (52%); easy to read, large print (18%); simple, not cluttered (12%); less to read, a fast read (8%); stands out or catches the eye (5%); and smaller is enough, size does not matter (2%). Thirteen percent say that smokers will smoke anyway, and eight percent give other reasons. Subgroups are too small to permit detailed analysis.

Youths who choose Package B say that it is detailed, with the necessary information (40%); easy to read (38%); mid-size or balanced (31%); and not too big or less spaced out (29%). Subgroups are too small to permit detailed analysis.

Youths who choose Package C say that it is large enough or half the package (58%); and that it reads well or is a clear message (52%). Subgroups are too small to permit detailed analysis.

Methodology

Focus Canada

The results of this survey are derived from 2,018 interviews carried out in the homes of the respondents between July 2 and August 2, 1999: 271 in the Atlantic Provinces, 482 in Quebec, 559 in Ontario and 706 in the Western Provinces.

Questionnaire

The pre-coded questionnaire included questions for the core report as well as client questions which are not published in the report. The questionnaire was pre-tested in both English and French before being sent to interviewers.

Data Collection and Quality Control

The questionnaires are distributed, through regional supervisors, to approximately 150 experienced inter-viewers across the country. The supervisors are also responsible for training the interviewers and for briefing them on the specific instructions accompanying each survey.

Each interviewer also receives a map of his or her allocated area. On the map, the pre-selected block or blocks in which he or she must carry out his or her interviews are indicated. Starting with a pre-selected address, the interviewer must complete the number of interviews that he or she has been allocated, according to the age and sex quotas indicated on his or her route map. Only one respondent is interviewed per household. The questioning is carried out in the language chosen by the respondent.

In order to check the quality of work completed and the accuracy of the indicated responses, ten percent of each interviewer's respondents are re-contacted by the Field Director. In questionable cases, or when high standards have not been respected, the questionnaires are rejected.

Sample

The sample is drawn in such a way that it represents the Canadian population aged 18 or over with the exception of those Canadians living in the Yukon or Northwest Territories or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on stratification of the population by ten regions (Atlantic, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA, and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants).

The sample also relies on a gender quota, an age quota, and a working women quota.

Approximately 191 sampling points are used.

The number of cases in each region may not necessarily reflect its actual weight. The samples for some regions have been augmented in order to attain a sufficient number of cases for analysis. The results are then weighted during data processing to give each sampling stratum its proper weight.

Data Processing

Following the data collection operations, all questionnaires are edited and prepared for computer processing. Call-backs are carried out in cases where data collected are not sufficiently specific. Responses to open-ended questions are analysed and coded. Following this preparation step, the data are entered into the computer and weighted according to the actual population of each of the regions. The weighted and unweighted sample sizes are listed on the following pages.

The tabular analysis is presented separately.

Margin of Error

The margin of error for a stratified probability sample of this size is estimated to be ± 2.2 percentage points, 19 times in 20. The margin of error increases in the case of a modified probability sample, such as the one used for this survey, and also for results pertaining to regional or socio-demographic sub-groups of the total sample.

Youth Report

The results of this survey are derived from 746 interviews with youths aged 12 to 18 years carried out in the homes of the respondents between July 20 and August 13, 1999: 102 in the Atlantic Provinces, 190 in Quebec, 197 in Ontario and 257 in the Western Provinces.

Questionnaire

The pre-coded questionnaire was composed of 101 information units. The questionnaire was pre-tested in both English and French before being sent to interviewers.

Data Collection and Quality Control

The questionnaires are distributed, through regional supervisors, to approximately 150 experienced interviewers across the country. The supervisors are also responsible for training the interviewers and for briefing them on the specific instructions accompanying each survey.

Each interviewer also receives a map of his or her allocated area. On the map, the pre-selected block or blocks in which he or she must carry out his or her

interviews are indicated. The interviewer must complete the number of interviews that he or she has been allocated, according to the age and sex quotas indicated on his or her map. Only one respondent is interviewed per household. The questioning is carried out in French or English, as chosen by the respondent.

In order to check the quality of work completed and the accuracy of the indicated responses, ten percent of each interviewer's respondents are re-contacted by the Field Director. In questionable cases, or when high standards have not been respected, the questionnaires are rejected.

Sample

The sample is drawn in such a way that it represents the Canadian population aged 12 to 18, with the exception of those Canadians living in the Yukon or Northwest Territories or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on stratification of the population by ten regions (Atlantic, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA, and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants).

The sample also relies on a gender quota and an age quota.

Approximately 192 sampling points were used.

The number of cases in each region may not necessarily reflect its actual weight. The samples for some regions have been augmented in order to attain a sufficient number of cases for analysis. The results are then weighted during data processing to give each sampling stratum its proper weight.

Data Processing

Following the data collection operations, all questionnaires are edited and prepared for computer processing. Call-backs are carried out in cases where data collected are not sufficiently specific. Responses to open-ended questions are analysed and coded. Following this preparation step, the data are entered into the computer and weighted according to the actual population of each of the regions. The weighted sample sizes are listed on the following pages.

The tabular analysis is presented separately.

Margin of Error

The margin of error for a stratified probability sample of this size is estimated to be ± 3.5 percentage points, 19 times in 20. The margin of error increases in the case of a modified probability sample, such as the one used for this survey, and also for results pertaining to regional or socio-demographic sub-groups of the total sample.



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